

# MODERN PACKAGING

7TH TIER



MAY, 1932



...better  
packaging



BROOKS & PORTER, INC.

CREATIVE PACKAGING LITHOGRAPHED AND PRINTED

304 HUDSON STREET » NEW YORK CITY









## Your Package Is Their Target

LIKE arrows that seek the bull's eye, bad luck awaits the package that is not properly wrapped!

To overcome these three trouble-factors, Time, Weather and Distance, the Laboratories of The World's Model Paper Mill are devoting constant research—testing, perfecting, PROVING every step of the way.

So, whether you ship coffee from Java or tomatoes from Texas, fish across the land or spice across the sea, you can be sure there is a KVP Protective Paper for your need. The products will travel more safely and keep their purity and flavor longer when wrapped according to KVP specifications.

Bring YOUR packaging problem to us.

KALAMAZOO VEGETABLE PARCHMENT COMPANY  
Kalamazoo - - Michigan

# KVP

## PROTECTIVE PAPERS

MAY,  
VOLUME 5

1932  
NUMBER 9

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor. LAWRENCE LEY—Advertising Manager. PERRY H. BACKSTROM—Eastern Manager. EARL I. CARMODY—Western Manager. ANN DI PACE—Assistant Editor. E. R. GORDON—Production Manager. EDWIN L. LEY—Art Director. A. J. CEDERBORG—Sales Promotion.

# MODERN • PACKAGING

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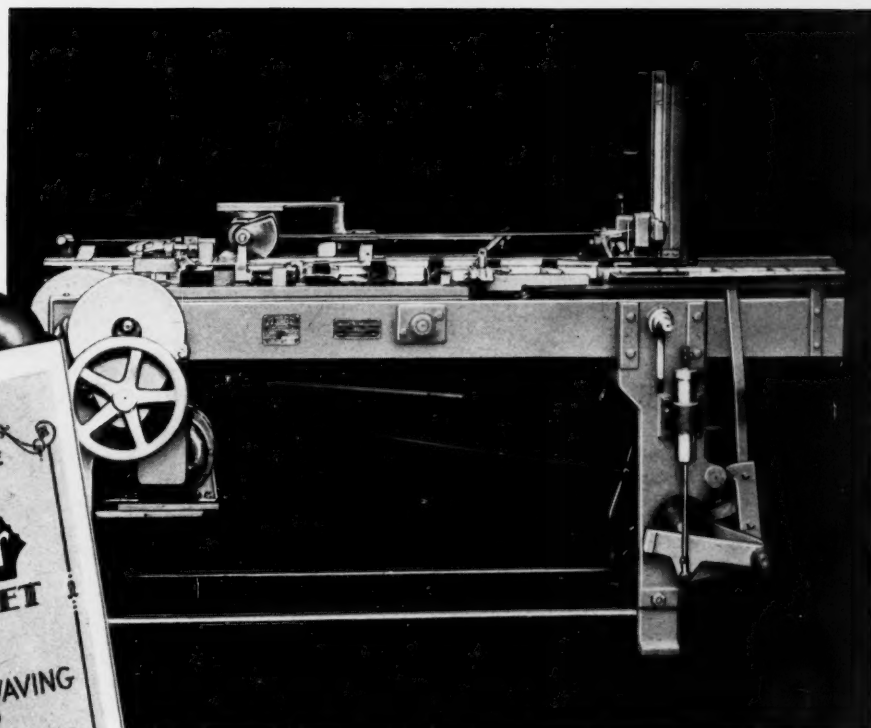
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• This issue presents on page 33 the first article written by our Paris correspondent, Kurt Zog. Future issues will contain similar articles from Mr. Zog covering the various phases of packaging—design, production and merchandising—as conducted in France and other European countries.

• Color engravings for the illustration reproduced on the front cover, and showing a variety of attractive phenol resinoid closures, were furnished through the courtesy of the Armstrong Cork Company.

Breskin & Charlton Publishing Corporation, 11 Park Place, New York, N. Y. Telephone Barclay 7-0882-0883. Western Office, 221 N. LaSalle St., Room 617, Chicago, Ill. Telephone Randolph 6336. Australian Agents, Technical Journals Ptg. Ltd., 422 Collins St., Melbourne. Subscription \$3.00 per year. Canadian \$6.00. Foreign \$4.00. Single copy 35 cents. Published on the fifteenth of each month. Also publishers of Packaging Catalog.





*From 1½ to 12  
Million*

To package their increased production JO-CUR ordered two  
**CONSTANT MOTION CARTONERS**

JO-CUR cartons are quite different than the usual ones but their proper handling presented no special engineering problems. Two CONSTANT MOTION CARTONERS were delivered in six weeks and promptly began to save time—money and trouble. Highest quality of work—simplified standardized construction—long life—are characteristics of these machines.

*Let us show you a*

**CONSTANT MOTION CARTONER**

*in operation.*

There is one near you.

**R. A. JONES & COMPANY, INC.**

P. O. BOX 485

CINCINNATI, OHIO

**“WITHOUT CONSTANT MOTION AND MULTIPLE LOADING  
HIGH SPEED IS IMPRACTICABLE”**

MAY, 1932

3



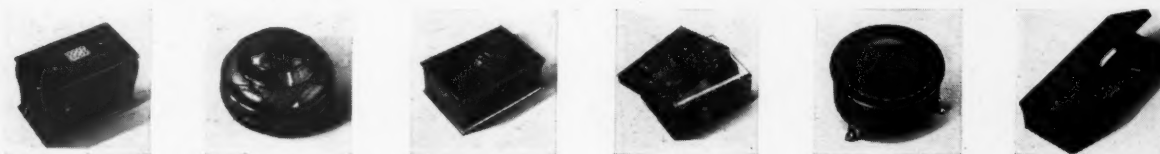
## When Women buy Gifts for Men *"dual use" boxes stimulate sales*

Attractive "dual use" containers for gift goods are hard for a woman to resist. They are almost certain to induce a decision in favor of the article displayed in them. The pleasing appearance and obvious usefulness of the Bakelite Molded boxes for Hickok belts and garters often lure reluctant dollars from the gift buyer's purse, and cause many dealers to give them a conspicuous place in their displays.

Bakelite Molded is the ideal material for these containers, because, first: it is highly lustrous and beautiful and may be had in a wide range of popular colors, second: it may be formed easily and economically into

almost any shape or design, third: it is lasting and durable, protecting the contents before use and retaining its attractiveness in after use.

Novelty containers of Bakelite Molded are particularly effective during gift seasons. Not only do such fine containers stimulate sales—but they lend an air of quality to products for which they are used, and serve as a constant reminder of your product as they are repeatedly seen in after use. We gladly offer our co-operation in the development of sales-stimulating Bakelite Molded containers. Write for Booklet 8C, "Restyling the Container to Increase Sales".



BAKELITE CORPORATION, 247 Park Avenue, New York, N. Y. . . 635 West Twenty-Second Street, Chicago, Ill.  
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

# BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for affinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES







# SCUTAN

Water-shedding  
Moisture-proof  
Acid-resisting  
Oil-resisting  
Fungus-proof  
Tasteless  
Odorless  
Vermin and  
Insect-proof



**The SCUTAN COMPANY**  
INCORPORATED



**C**ARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO  
ARTON  
COMPANY**

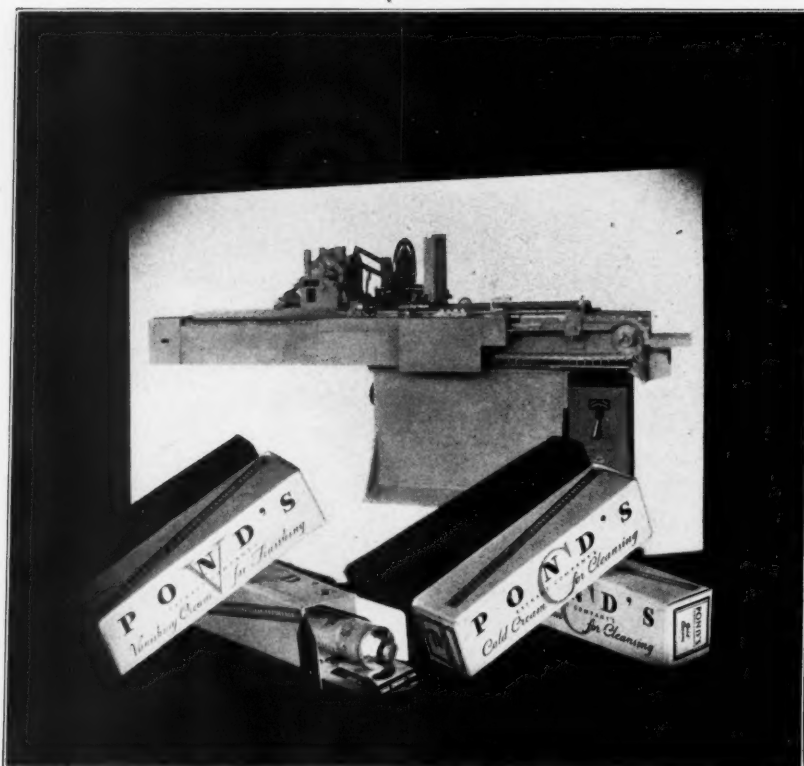
4411 Ogden  
Avenue  
Chicago, Ill.

Every Facility  
for the Pro-  
duction of  
fine display  
Advertising  
Cartons



Improved  
Packaging  
Methods

For  
Greater  
Profits



## Better Profit Margins

*Redington Lowers Costs for Pond's*

A year ago Pond's Extract Company installed the New Redington Cartoning Machine in their modern plant at Clinton, Conn. They were convinced they could decrease production costs and increase profit margins, on the small size packages of Pond's Cleansing and Vanishing Creams.

Experience proved the wisdom of their decision. This New Redington Collapsible Tube Cartoning Machine has supplanted two old types—and has bettered the production output of the two combined by 25 per cent. It works with an effortless flow,

a quiet smoothness necessary to high speed production day after day. The one Redington requires no more operators than *either* of the former machines—a considerable saving in labor. Yet the operators work no harder than before. The Redington takes up less than half the former floor space—another economy.

Pond's have other Redingtons, too, for cartoning all sizes of their Cleansing Tissues.

Maybe we can help you widen your profit margins. It's become a byword that—

*"If It's Packaging—Try Redington First"*

F. B. REDINGTON CO., Est. 1897 110-112 So. Sangamon St., Chicago, Ill.

# REDINGTON

## Packaging Machines

*Economical for Packaging — Cartoning — Labeling — Wrapping*





*40 Fathom Fillets are packed in  
Paterson Vegetable Parchment  
—the best food protection money can buy.*



## Why make her re-wrap your delicate foods?

When a housewife buys your delicate food product, must she throw your wrapping sheet away and substitute Paterson Vegetable Parchment before putting the food in her refrigerator? Many now must do this because they have learned that only this sheet keeps these foods fresh and free from all contamination.

But when they see the famous keymark on your wrapping sheet which tells them that it is Paterson Genuine Vegetable Parchment — the commercial form of Patapar — they know the food is thoroughly protected and it goes “as is” into the refrigerator without the bother of changing wrappers.

For housewives everywhere now know that Paterson Genuine Vegetable Parchment is insoluble, grease-proof, odorless, tasteless—that it means positive food protection.

They know because they wrap and actually cook foods in it.

Ten million readers of The Saturday Evening Post, Collier's, Good Housekeeping and McCall's Magazine are now being told how to use Patapar (Paterson Vegetable Parchment)—and to look for the keymark symbol on the wrappers of the products they buy. Placed on your product, this symbol makes selling easier, adds customer good-will and repeated profits. Paterson Parchment Paper Company, Passaic, New Jersey. Sales Branches: Chicago, San Francisco.



Hundreds of leading brands of packaged foods now carry this Keymark on their wrapper. This nationally advertised symbol of wrapper protection comes in two sizes . . .  $\frac{3}{4}$  inch or 1 inch high. It will be included anywhere on your printed wrappers, at no extra cost. It is a simple, effective way of telling your customers that your product is carefully protected.

## **PATERSON** *Genuine* **VEGETABLE PARCHMENT**

Commercial Patapar

**The Insoluble, Grease-proof Wrapper for Quality Products**

MAY, 1932

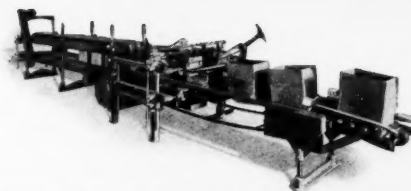
7

**GREATER PROFITS!  
BETTER PACKAGES!  
HIGH SPEED PACKING!  
LOWER PACKAGE COST!  
—With PACKOMATIC  
MACHINERY**

Big manufacturers today are tackling production problems with the help of Automatic Packaging Machinery. Hundreds of them are depending upon Packomatic Machines for improvements over old methods.

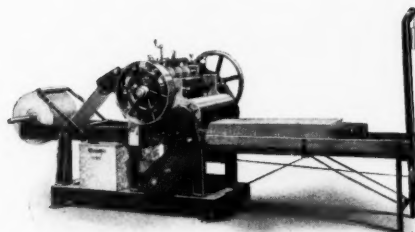
If you are to meet present-day conditions profitably, inefficient processes must be eliminated; obsolete, wasteful equipment must be thrown out and replaced with new modern methods.

Now is the time to call for a Packomatic Engineer. Let him show you the short cuts to greater profits, without obligation. He will meet you any time, any place. Write, wire, or phone.



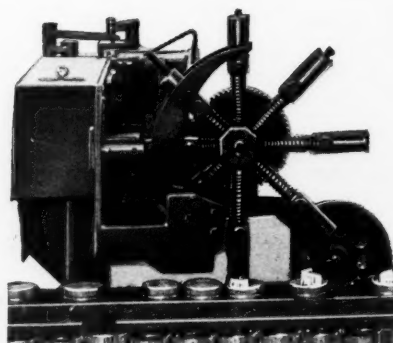
**PACKOMATIC MODEL "D" AUTOMATIC  
CONTAINER SEALER**

With Automatic power feeding device, bottom and top glue roll drives, dryer belts motor driven, speed up to 800 cases per hour. No operator required.



**PACKOMATIC CARTON FORMING  
MACHINE**

A shell making machine with speed up to 200 per minute. Easily operated. Chip-board is fed from roll, cut, scored, folded and glued. Requires one operator.



**PACKOMATIC COUPON FOLDER AND  
FEEDER SPEED 110 PER MINUTE**

This machine in addition to feeding coupons for package inserts, carefully folds them before inserting. Automatic operations controlled by the container, equally efficient feeding into cartons or cans.

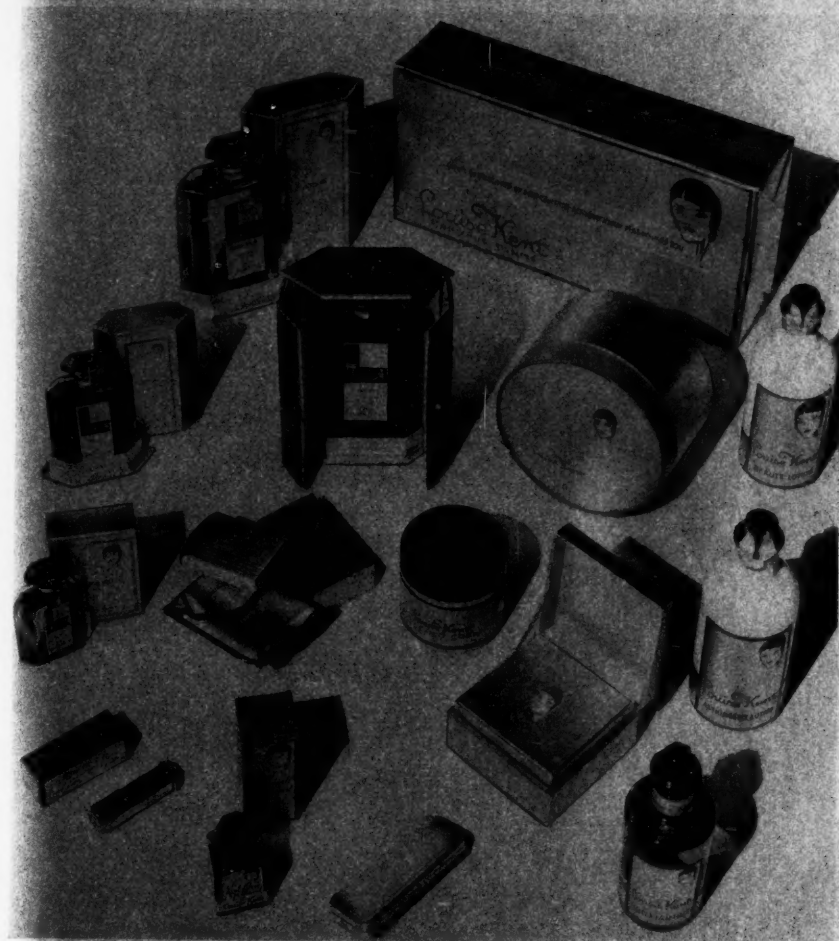


**PACKOMATIC**  
**PACKAGING MACHINERY**

**J. L. FERGUSON COMPANY, JOLIET, ILLINOIS**

Branch Offices: NEW YORK ST. LOUIS LOS ANGELES





The accompanying group shows how admirably ARTCOTE papers are adapted to give a harmonious family resemblance to various packages in a high grade line of cosmetics.

The boxes are covered with Silver paper suitable for box work.

The cartons are fashioned from folding carton stock, and the labels from a grade especially suited for label use.

133 Screen Half-tone Engraving

## THERE ARE ARTCOTE GOLD AND SILVER PAPERS FOR EVERY PURPOSE

Whether you require a set-up box or folding carton, an attractive label or seal, displays, printed matter or other promotional material, there is an ARTCOTE Gold and Silver Paper made especially for the purpose.

Tell us of your requirements. Samples and information will promptly be sent to you.

PLAY SAFE AND BE SURE OF QUALITY;

SPECIFY AND USE:

**ARTCOTE**  
V. H. RES. & S. P. CO.

GOLD AND SILVER PAPERS

Manufactured by

**ARTCOTE PAPERS**  
INC.  
IRVINGTON, N. J.

THIS SHEET IS ARTCOTE  
No. 0360 SILVER PAPER  
PRINTED ON A KELLY  
PRESS. INTERNATIONAL  
PRINTING INK CO. BLUE  
No. E. D. 4376

Printed in U. S. A.





*first they have to see it*



**TRUST DUREZ  
TO TAKE  
THEIR EYES!**

It's discouraging, but true, that even the finest product will be ignored simply because customers can't see the package. With hundreds of articles filling the shelves of drug stores and perfumery shops, it takes a lot of looking to make one stand out from the others.

That's where Durez helps. Bottle caps, jars, trays, stands made of this perfect molding compound are quick to catch the eye, snap up the package, give it an air of distinction, and protect the contents—all at once!

Knowing this, an increasing number of perfumery and pharmaceutical manufacturers are turning to Durez—so that today 95% of all molded closures are being made of this material. Leaders in the industry are first among the users—including Barbara Gould, Johnson & Johnson, Squibb, LaLasine, Orphos,

Parke-Davis, Listerine, Iodent, Barbamol, Dr. West, Dorothy Gray, Pepsodent, Culver, and scores of others.

Closures made of Durez are easily gripped. Because threads are molded, not cut, they screw down tightly, and release instantly. Leakage is prevented. Hard, strong, tough, Durez closures are not affected by acids, by moisture, or by other destructive agents. They do not discolor the contents of the containing vessel, and they stay clean. A wide variety of colors is available.

While General Plastics, Inc., maker of Durez, is not engaged in the actual molding of closures, but supplies the raw material, we shall be glad to talk to you about your

particular problems. We can tell you, for example, what colors are best to use where the solution is especially strong. We can establish connections between your firm and the molder. We can suggest profitable packaging designs.

Write now for full information about this beautiful, durable, profitable material. Address request for folder, and for free illustrated monthly leaflet, "Closure News," to General Plastics, Inc., 51 Walck Road, N. Tonawanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.

**DUREZ**  
THE PERFECT MOLDING COMPOUND

*SYLPHRAP keeps products clean, fresh, bright-looking and at the same time makes them self-sellers.*



MOISTUREPROOF

## **Tempters are Heat-Sealed in Moistureproof SYLPHRAP**

The above photograph shows a novel method of packaging a well-known confectionery product in printed SYLPHRAP. The sealing is done automatically by heat—without the use of solvents or adhesives.

# SYLPHRAP

# Packaging Authorities Agree!

**P**ACKAGING authorities agree that the sale of a product is greatly dependent on the manner in which it is packaged and that transparent cellulose has been the most effective agent in this respect.

The many products now profiting by the sales appeal of this modern form of wrapping are indisputable arguments for others adopting SYLPHRAP.

Whether you make an article that requires machine-wrapping or hand-wrapping, packaging in bags or envelopes, our Service Department will gladly show you how to use SYLPHRAP with the greatest effectiveness and economy.

Samples of SYLPHRAP will be sent on request. Made in plain white, embossed and eleven attractive colors.

If you will send us samples of your product we will wrap and return them promptly for your consideration. » »

**SYLVANIA INDUSTRIAL CORPORATION**  
Executive and Sales Offices: 122 East 42nd Street, New York, N. Y.  
Works: Fredericksburg, Va.



GREASEPROOF

# TRANSPARENT CELLULOSE



Many of the  
**WISEST MINDS IN MERCHANDISING**  
*use Brighten Roll Leaf*

They know, by actual test, that Brighten Roll Leaf decorated packages can always be depended upon to sell faster than packages which are without this rich, alluring form of decoration.

Brighten Roll Leaf is obtainable in gold, silver, metallic and pigment colors. It can be applied with the same speed and ease as printing.

Use it on your containers, wraps, labels, etc.; and benefit by the enhanced appearance it gives your package.

Write for samples and full information about the Brighten Roll Leaf Process.



**THE H. GRIFFIN & SONS CO.**

*Brighten Leaf Division*

**65-67 DUANE ST., NEW YORK**

CHICAGO: 701 So. Dearborn St.

BOSTON: 95 South St.





# BEAUTY CREATES SALES

## CONTAINERS by CONTINENTAL



Package competition is keen—cans must be correctly designed and brightly lithographed to *stand out* at "Points of Sale."

*Beautiful packages* "dress up" counters, get preferred display positions and increase sales!

Many times you have gone into a store to buy one specific item and have purchased several because displays either reminded you of other needed products or induced you to try something you had no idea of buying.

The cans illustrated below are excellent examples of how progressive manufacturers increase sales by means of beauty and utility, in package design.

Perhaps you'd like to have an experienced Continental representative help you to check over your present packages to see if greater "Sales Punch" can be added.

*"It's Better Packed in Tin"*





WRITE—WIRE—PHONE  
The Sales Office Nearest You

Baltimore, Md.  
3500 East Biddle St.  
Wolfe 9700

Boston, Mass.  
131 State Street  
Hubbard 7172

Chicago, Ill.  
4622 West North Ave.  
Spaulding 8480

Cincinnati, Ohio  
2510 Highland Ave.  
Jefferson 2201

Denver, Colo.  
3033 Blake St.  
Tabor 4261

Detroit, Mich.  
1900 East Jefferson Ave.  
Fitzroy 3292

Houston, Texas  
Room 910—Second National  
Bank Building  
Preston 8674

Jersey City, N. J.  
16th & Coles Sts.  
Montgomery 5-4700

Kansas City, Mo.  
Guinotte & Lydia Aves.  
Victor 7250

## LET AN EXPERIENCED CONTINENTAL REPRESENTATIVE HELP YOU WITH YOUR PACKAGING PROBLEMS...

THE Continental Representative skilled in "Packaging to Sell," offers the knowledge and experience gained thru many years of helping solve the package problems of many diversified businesses.

He also offers the advantages of Continental's large resources—38 plants strategically located from coast to coast . . . sales offices in principal cities . . . completely equipped research and development laboratories . . . a skilled organization of engineers and designers—all "Partners in the Business," with a deep personal interest in serving you well.

You will find it to your advantage to consult a Continental Representative. Write, wire or phone the sales office nearest you.

Los Angeles, Calif.  
3820 Union Pacific Ave.  
Angelus 7111

Nashville, Tenn.  
500 Benton Avenue  
Phone 6-6682

New Orleans, La.  
521 North Scott St.  
Galvez 4145

Omaha, Neb.  
8th and Dodge Streets  
Omaha 1387

Passaic, N. J.  
217 Brook Ave.  
Passaic 3-2115

St. Louis, Mo.  
P. O. Box 1242  
Bridge 3550

Wheeling, W. Va.  
Wheeling Steel Corp. Bldg.  
Wheeling 3900

New York City, N. Y.  
100 East 42nd St.  
Ashland 4-2303

San Francisco, Calif.  
155 Montgomery St.  
Garfield 7890

## CONTINENTAL CAN COMPANY, INC.

NEW YORK: 100 E. 42nd St. CHICAGO: 111 W. Washington St. SAN FRANCISCO: 155 Montgomery St.

"It's Better Packed in Tin"





"People want goods that are in fashion  
 ..... in containers and packings that  
 are themselves expressive of current  
 fashion ..." PROFESSOR PAUL H. NYSTROM,  
 Columbia University, speaking before  
 the 15th Annual Convention American  
 Association of Advertising Agencies.

\*\*\*\*\*

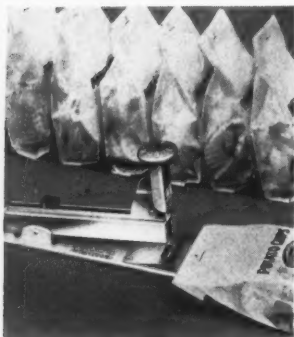
Business men are finding that a new  
 physical appearance for old merchandise  
 is a better business hypodermic than  
 slogans to buy, or scoldings for hold-  
 ing off.



\*\*\* My work is my spokesman

# BETTER PACKAGING

## ...AT LESS COST



*Sealing bags of potato chips with Light Portable Fastener... rapidly ...securely ...and inexpensively.*



*Sealing Coffee Bags with a battery of Heavy Duty hand staplers.*



*Staple Bottomer handles either corrugated or fibre containers with ease...the most popular low priced bottomer on the market...foot or motor driven.*

WITH

## PROVEN BOSTITCH METHODS



*Sealing bags of roasted nuts with Motor Driven Stapler.*

Small products sealed in sanitary and attractive envelopes and mounted on display cards multiply sales. Bostitch Methods of sealing and mounting cut costs. A perfect combination for increasing profits.

For larger containers, Bostitch Methods again protect against loss, damage and waste. Hand, foot or motor driven staplers or power stitchers, fitted to the work, enable girl operators with ease to handle even heavy containers.

We will be glad to send you on request "A Method of Fastening Many Things" or "Guarding Against Profit Thieves" which contain information which every executive interested in packaging should have.

# BOSTITCH

THE MODERN METHOD OF FASTENING

BOSTITCH SALES CO., East Greenwich, R. I.

Gentlemen: Please send me copy of "Guarding Against Profit Thieves" ☐

"Bostitch—a Method of Fastening Many Things" ☐

Name..... Address.....





# HERE IS THE WHOLE STORY

## *The* NEW COLTON CLOSURE



An Improved Method  
of Sealing  
Collapsible Tubes

After you have read it, write for a sample tube closed by this new method. Note the unusually attractive appearance of the tube. Figure the savings effected by this remarkable method of closing tubes as a result of elimination of clips and the continuous production made possible by the new Colton closure.

Any additional information you desire will be cheerfully furnished.

National advertisers who have adopted this Closure include Ipana, Ingrams, Pepsodent, Palmolive, Barbasol and scores of others.

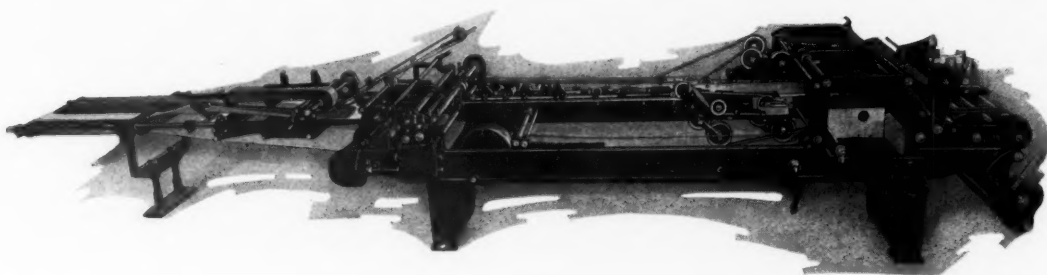
**ARTHUR COLTON CO.**

2600 East Jefferson Avenue  
DETROIT • MICH.



# PROFITABLE FOR *from 500*

---



## *The New* INTERNATIONAL MODEL A-A FOLDING AND GLUING BOX MAKING MACHINE

ONE of the popular features of the *New International, Model A-A*, is the rapidity and ease with which it can be set up for runs. Because of this advantage, it is profitable to operate the machine for runs as small as 500 pieces.

The average time required for size changes is less than the time required to set up any other gluer, generally but a few minutes.

And when the machine gets under way, it takes care of the blanks as rapidly as the most skilled attendant can supply them to the feed hoppers.

In addition to its remarkable production speed, the *New International, Model A-A*, embodies four exclusive features which are not to be found in any other similar machine.

*First:* Its AUTOMATIC PRESSURE FEED which prevents smearing of printed surfaces and helps to make possible the high speed of the *New International, Model A-A*.



Write for catalog fully describing  
**The International Paper Box**

**Nashua, New Hampshire**

# ANY SIZE RUN— *boxes up*

*Second:* The TOP FEED COMBINED WITH A BOTTOM FEED.

*Third:* The ROTARY-SCRAPER GLUE POT which absolutely controls the amount of adhesive applied.

*Fourth:* The HORIZONTAL STACKER which builds downward to form a traveling pile with optional side or end delivery.

All these features are fully illustrated and described in our new catalog, a copy of which will gladly be sent on request.



ing the Model A-A International  
**Box Machine Company**  
w Hampshire, U.S.A.





## *Always Desired—Now a Reality!*

An Economical, Rigid, Attractive  
Round Paper Box  
For Delicate Layer and Fruit Cakes

*"For Many Years an Economical Need for Bakers"*

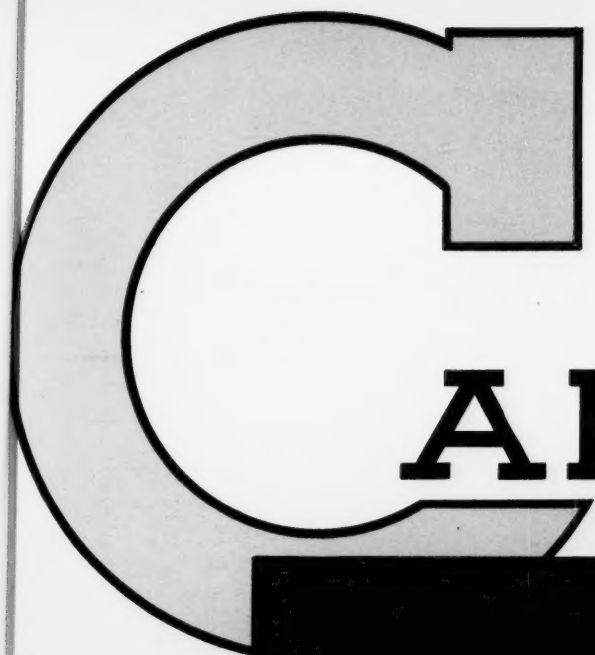
Box Pictured Used Successfully  
For Mothers' Day Special Layer Cake

Special Designs For All Occasions

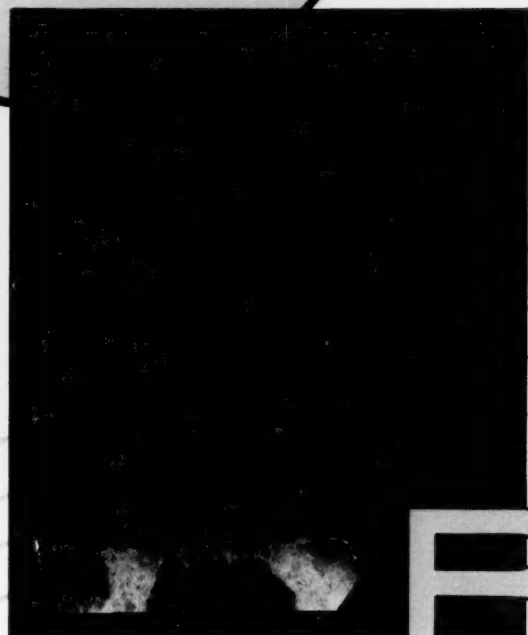
Tell Us Your Needs

**LEBANON PAPER BOX CO.**  
Lebanon, Pa.

New York Office - - 51 Madison Ave.



# MASTER-METAL *folding* ARTONS



*sell  
merchandise*



BECAUSE to the exclusion of all others, they possess greater sales

value. MASTER-METAL folding CARTONS have greater DISPLAY VALUE by reason of their NATURAL INHERENT BRILLIANCE. Their Gold and Silver finishes suggest QUALITY while offering novel fields for sales-compelling EMBOSSING designs. Fewer colors are needed for effective display, hence SIMPLICITY adds a retentive sales value in the form of easily remembered designs. These, in addition to substantial strength, constant package freshness, product protection, and small cost, offer greater package sales potentiality than any other cartons. Apply these selling factors to your products. We'll gladly quote you, submit designs, or have our packaging experts consult with you, without obligation.

## REYNOLDS METALS COMPANY

541 West 25th Street, New York City

Louisville

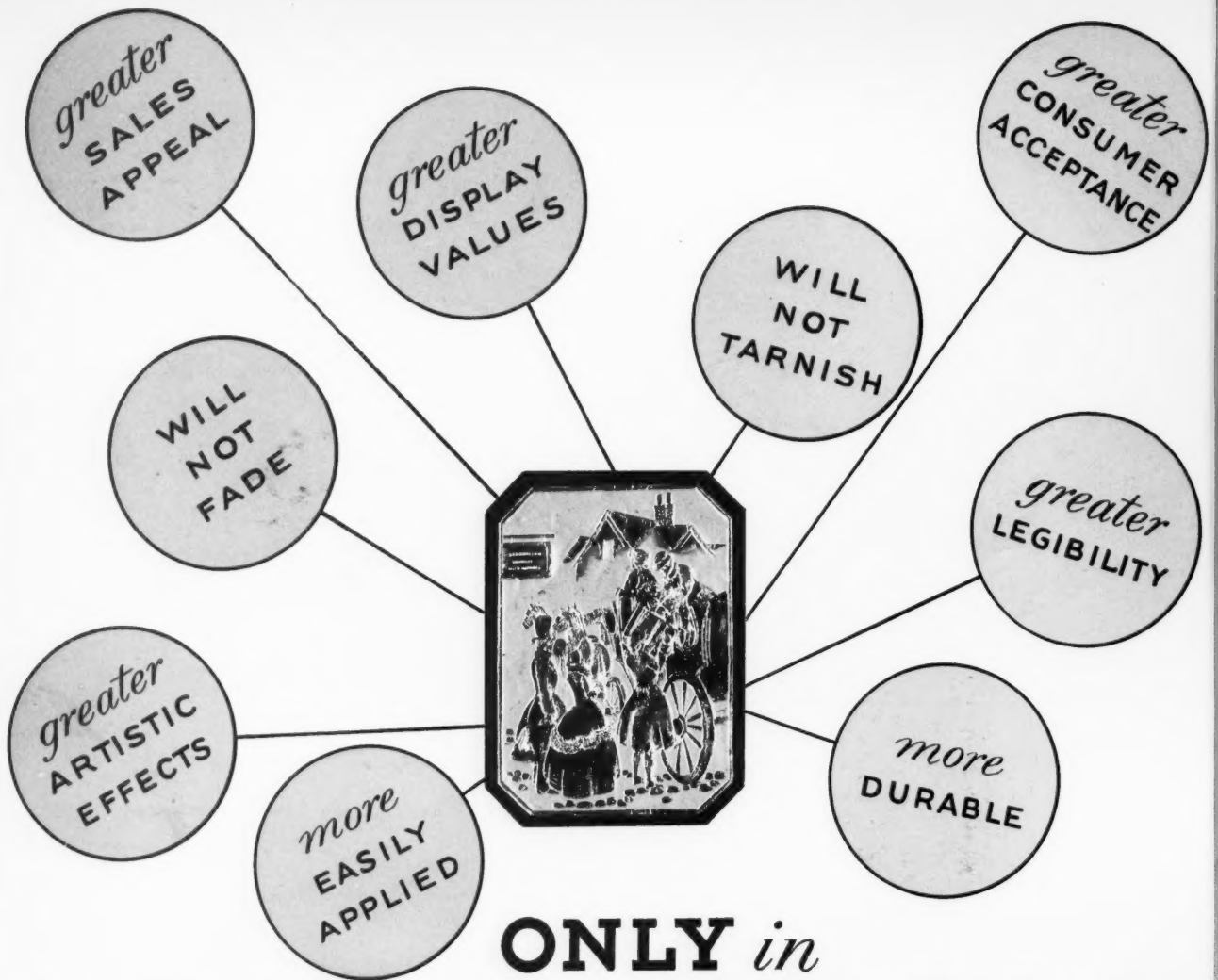
-

Chicago

-

San Francisco

Sales Representatives in Leading Cities



ONLY *in*  
**METAL SEALS**  
*are found all of these*  
**9 SALES VALUES**

**M**ETAL Seals to the exclusion of all others offer values not to be found in any others. True, Metal Seals are a trifle more in initial cost, but decreased sales resistance more than offsets any slight price differential.

Proper Packaging today demands greatest care to insure absolute sales-perfection. Your label or seal, therefore, is a most important factor in lessening sales-resistance, for it the final sales factor. Some labels possess one, two, or possibly three of the above indicated values—none but METAL SEALS possess all.

When considering a seal or label, give thought first to METAL SEALS. Entrust their execution only to experts who, like ourselves, know the selling function of a label in its relation to merchandise, and who, because of this knowledge, use only MASTER-METAL FOIL in its creation. Leading craftsmen, like ourselves, will gladly submit designs to be made from MASTER-METAL FOIL without obligation, or, if you like, send a sample of your present label and secure a quotation on MASTER-METAL FOIL. Remember, your label is your final sales clincher—it can't fail!

Reynolds Metals Company,  
 541 West 25th Street, New York City.

☐ I am interested in knowing more about MASTER-METAL SEALS and LABELS. ☐ Quote on sample enclosed in \_\_\_\_\_ M lots.

Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_

**REYNOLDS METALS COMPANY**

541 West 25th Street, New York City

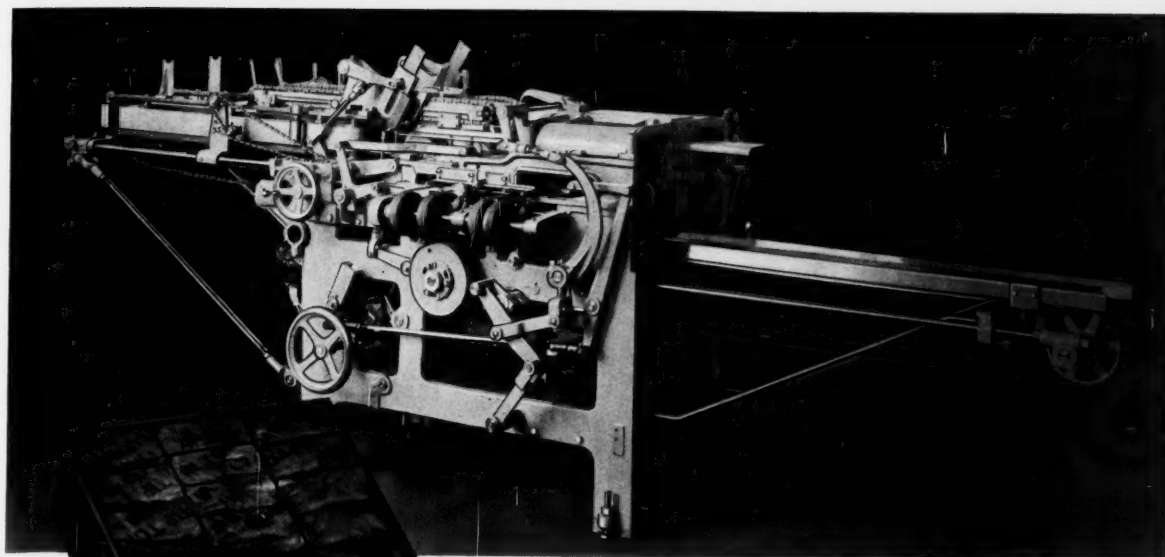
Louisville

- Chicago

- San Francisco

Sales Representatives in Leading Cities





## SALESMANSHIP in the Machine Behind the Package

Think of the instant in which a customer sees your package and weighs it in his mind with his money. That is the critical moment when a sale depends on how your product is wrapped. Will your package put it over? For these few seconds, not only the transparent wrapper, but the wrapping machine as well is a *salesman*.

When you've hired the Battle Creek Model 33 for the wrapping job you can rest easily. Even after the weeks of handling on the way to the point of sale the wrapper will still be tight, and neatly sealed.

The versatility of the "33" gives your product the full display value it needs to compete with others. Notice the caramel package shown here—half a pound of concentrated goodness temptingly offered, clearly labelled with the brand name and wrapped at low cost. Best of all if the Borden Company should decide to change their package size it will not be necessary to junk thousands of dollars worth of wrapping machines. The "33" is adjustable to many sizes. Post yourself now on the unique features of this machine. Send the coupon to Battle Creek Wrapping Machine Co., Battle Creek, Michigan.

*Clip and mail this coupon to Battle Creek Wrapping Machine Co., Battle Creek, Mich.*

Battle Creek—  
Please tell me the details of that versatile Model 33. Without obligation on my part tell me how it is adapted to our product which is.....

Our maximum package size is..... X.....

X..... inches and the minimum..... X.....

X..... inches.

☐ Send details by mail. ☐ Have a representative call.

Name.....

Position.....

Company.....

Address.....

City..... State.....

M.P. 5-32

BATTLE CREEK

Model

# 33

for

## TRANSPARENT WRAPPING

MAY, 1932

19





May, 1932.

Gentlemen:

To redesign your package is a comparatively inexpensive process. Bottles, cans, jars, tubes, boxes, labels, cartons, bags, etc., can be bought at the market price. It is the impression the complete package makes on the consumer that determines its real cost.

How could we tell our entire story in one advertisement? Each manufacturer's package design problem is different. Therefore each manufacturer seeks different information. We understand the practical mechanical phases of package design as well as the decorative. We are in our fourth year as an incorporated group; the experience of our members covers many years. The writer has specialized as a package designer for seventeen years. A list of manufacturers we have served will gladly be furnished.

Frequently our counsel has developed a new merchandising slant for the package. Would you like to hear how we redesigned a product to increase distribution to include three new classes of retail outlets? And we can cite many other interesting cases.

There is only one way to decide whether or not you can profitably use our service. Write a letter outlining your package design problem and you will receive the artist's as well as the business man's viewpoint, explaining just how and where we can aid your organization. It costs nothing to find out if we can cooperate with you.

Cordially yours,

A handwritten signature in cursive script, reading "Edwin H. Scheele". The signature is written in dark ink and is positioned above the typed name.

EDWIN H. SCHEELE  
President  
PACKAGE DESIGN CORPORATION



# GLAZED CHINTZ

## B O X V E N E E R

An interesting treatment of a wood veneer with a popular Glazed Chintz finish. This paper, one of the most recent creations from the Hampden Mills is being used to fashion many kinds of stylish boxes - why not yours?

Sample sheets await your mailing orders.

HAMPDEN GLAZED PAPER & CARD CO. - - Holyoke, Massachusetts



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"I wish to acknowledge receipt of the **PACKAGING CATALOG**. It is most interesting and instructive and wonderfully gotten up."

★

"This is indeed a very striking book and I am sure that it will be of great help to me throughout the year."

★

"I wish to congratulate you upon both the appearance and thorough coverage of this subject. I have not yet had an opportunity to make a thorough inspection of this book but have seen sufficient to know that it contains a very valuable message."

★

"This is without question the finest piece of work of its nature we have ever seen."

★

"It is certainly a very fine catalog and will be used to good advantage."

★

"We wish to compliment you on your fine arrangement and completeness of this **CATALOG**."

★

"I have owned old copies of this book for some time and find them a source of information that is hard to duplicate."

★

"We found the previous issue very helpful and are looking forward to making very good use of the present issue."

★

"This appears to be a very complete proposition and it has been handed to our factory engineer for his attention."



The First Flush  
of Enthusiasm  
over the new

## PACKAGING CATALOG

is daily bringing us hundreds of letters expressing the appreciation of recipients for this valuable reference book. We print excerpts from just a few of these letters on this page.

**BRESKIN & CHARLTON  
PUBLISHING CORP.**  
11 PARK PLACE NEW YORK

"I regret that you have not provided for a means of chaining it to my desk because so far our Sales Manager, Art Director, Production Manager and Purchasing Manager have had their knuckles cracked in attempting to take the **PACKAGING CATALOG** from me."

★

"This catalog is a real credit to you, and I believe it will be a contribution and inspiration to the trade."

★

"This is to acknowledge receipt of the 1932 **PACKAGING CATALOG**. This is greatly appreciated and we are sure it will be of priceless service."

★

"We are very well pleased with the **CATALOG** and can assure you that we are in a position to obtain some very valuable information in the packaging of our products."

★

"The book is most beautifully gotten up and what is more, it promises the most instructive reading on the subject of packaging that has ever come before me."

★

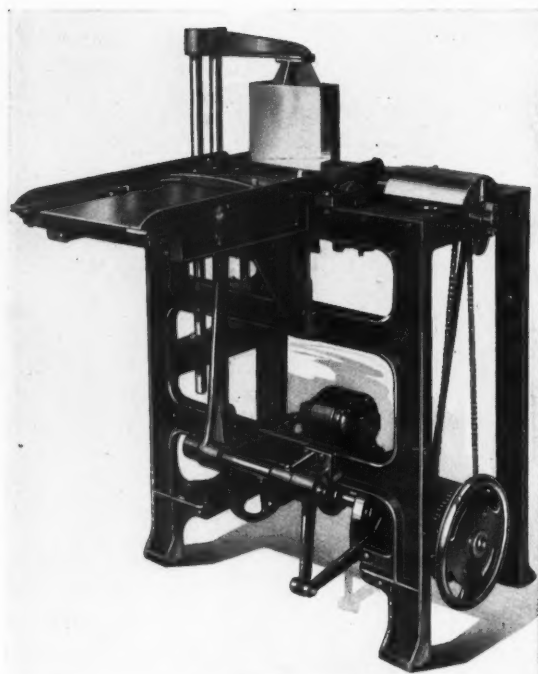
"We wish to acknowledge receipt of and thank you for the 1932 **PACKAGING CATALOG**. This is a beautifully gotten up book and we appreciate your sending us a copy."

★

"I think it is a rather magnificent piece of work, and one which should prove valuable to a lot of people during 1932."

# WHY SET UP CARTONS BY HAND

*When These Machines  
Will Save You Money?*

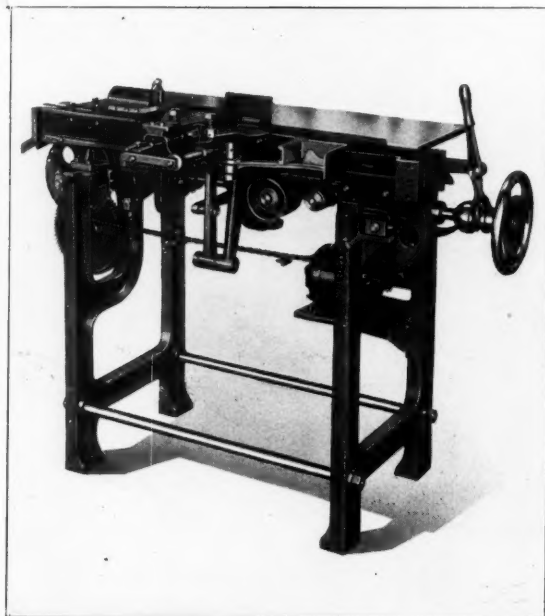


## PETERS JUNIOR FORMING AND LINING MACHINE

You'll be amazed at the remarkable performance of this machine. It fills a long felt need and is making good wherever installed. One large packing establishment has already ordered 17 machines. It forms and lines carton shells automatically at the rapid rate of 35 to 40 per minute—with only one operator. Easily adjusted to a wide variety of sizes. Pays for itself quickly. Investigate its advantages and let it help to cut your costs.

## PETERS JUNIOR FOLDING AND CLOSING MACHINE

This machine can be hooked up to operate in conjunction with the forming and lining machine. It also has an average production of 35 to 40 cartons per minute and does the work of four girls setting up cartons by hand. Priced at one-third the cost of standard models, this sturdy, efficient machine requires only a small investment, which is soon repaid by savings effected. Write for illustrated folders of both machines.



**PETERS MACHINERY COMPANY**

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE  
CHICAGO.U.S.A



# LABELS *in the Modern mode*



**T**HE steadily increasing use of modern art technique in the designing of packages and containers as well as the products themselves, makes it essential that the labels used thereon be in harmony with the containers they adorn.

Our designers know how to express this advanced technique in the designing of labels so as to give this vital part of the package a distinctive style and character so essential in present day merchandising.

Send us one of your containers or packages and let our art department submit suggestions for an attractive modern label.

**CAMEO DIE CUTTING & ENGRAVING CO.**  
140 WEST 22nd STREET  
NEW YORK, N. Y.

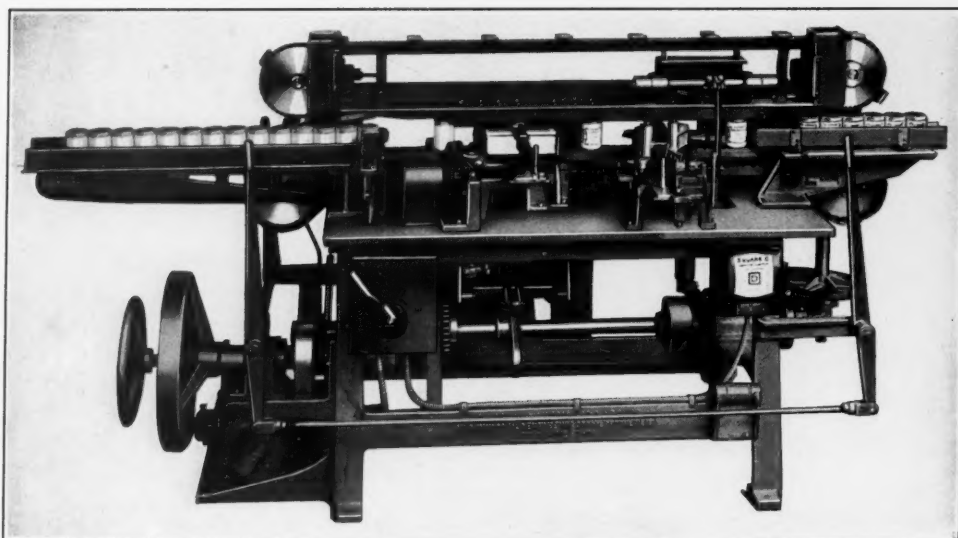
Pacific Coast Representative—C. M. Turton, 531 Central Bldg., Los Angeles, Cal.



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## CAMEO LABELS

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# Difficult Labeling Successfully Done

*with the McDonald All-Around Labeler*

**A**PPLYING fully gummed labels all around the body of bottles is one of the most difficult of labeling operations. Yet the McDonald All-Around Labeler does it with a perfection and speed that gives joy to production managers. At the rate of 60 bottles per minute, the labels are applied in a thoroughly clean, accurate, permanent manner.

Like all McDonald Labeling Machines it is designed on the straight-line production principle, which has proved to be the most efficient one.

May we tell you more about this All-Around Labeler, how it has solved the labeling problem for scores of manufacturers making nationally known products and how it can help you to get increased output and better labeling—at lower costs?



## McDONALD ENGINEERING CORP.

220 VARET STREET, BROOKLYN, N.Y.

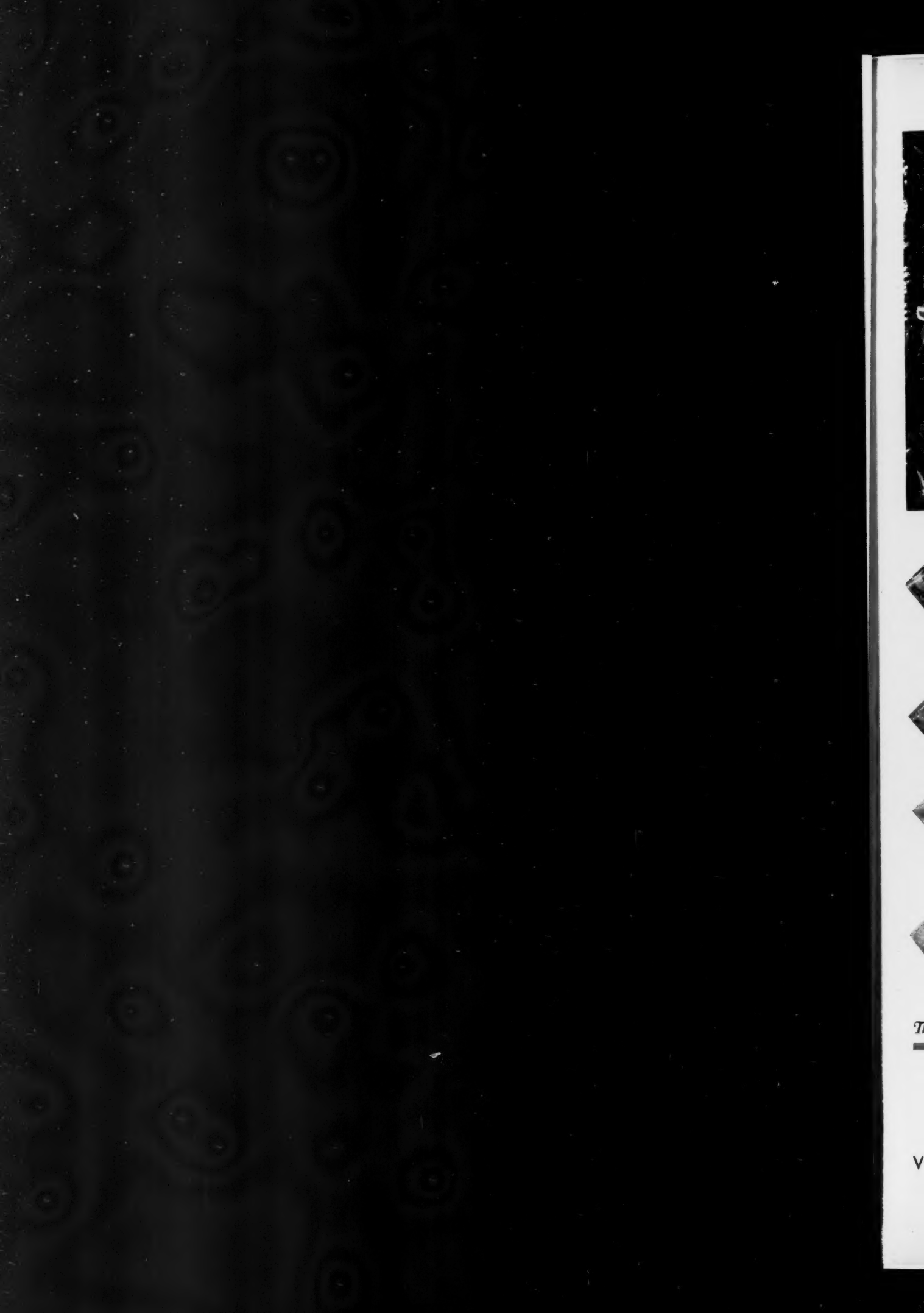
LOS ANGELES  
443 So. San Pedro St.

LONDON  
Windsor House, Victoria St. SW1

CHICAGO  
1112 Merchandise Mart









# At last—

## A TRANSPARENT PAPER KEYED TO MODERN NEEDS AND TODAY'S BUDGET

All the physical properties of glassine plus new transparency and strength are embodied in TRANSPARA. It prints, it folds, it gums, and it handles easily over automatic machinery. It's practical—and therefore economical to the nth degree. To the user of cellulose film sheeting, TRANSPARA offers substantially lowered costs with only a slight decrease in visibility, but with unimpaired protective qualities . . . .

TRANSPARA is a joint product of the Rhinelander Paper Company and the Marathon Paper Mills Company. Its quality is assured. For complete information, samples and special attention to specific needs, write the undersigned

### TRANSPARA COMPANY

*Division of Rhinelander Paper Co.—Marathon Paper Mills Co.*

RHINELANDER - - WISCONSIN

#### DISTRIBUTORS

##### Sheet & Roll Stock

Central Waxed Paper Co.,  
Chicago, Ill.  
Diem & Wing Paper Co.,  
Cincinnati, Ohio  
Central Ohio Paper Co.,  
Columbus, Ohio  
Package Paper Co.,  
Holyoke, Mass.

##### Converted Products

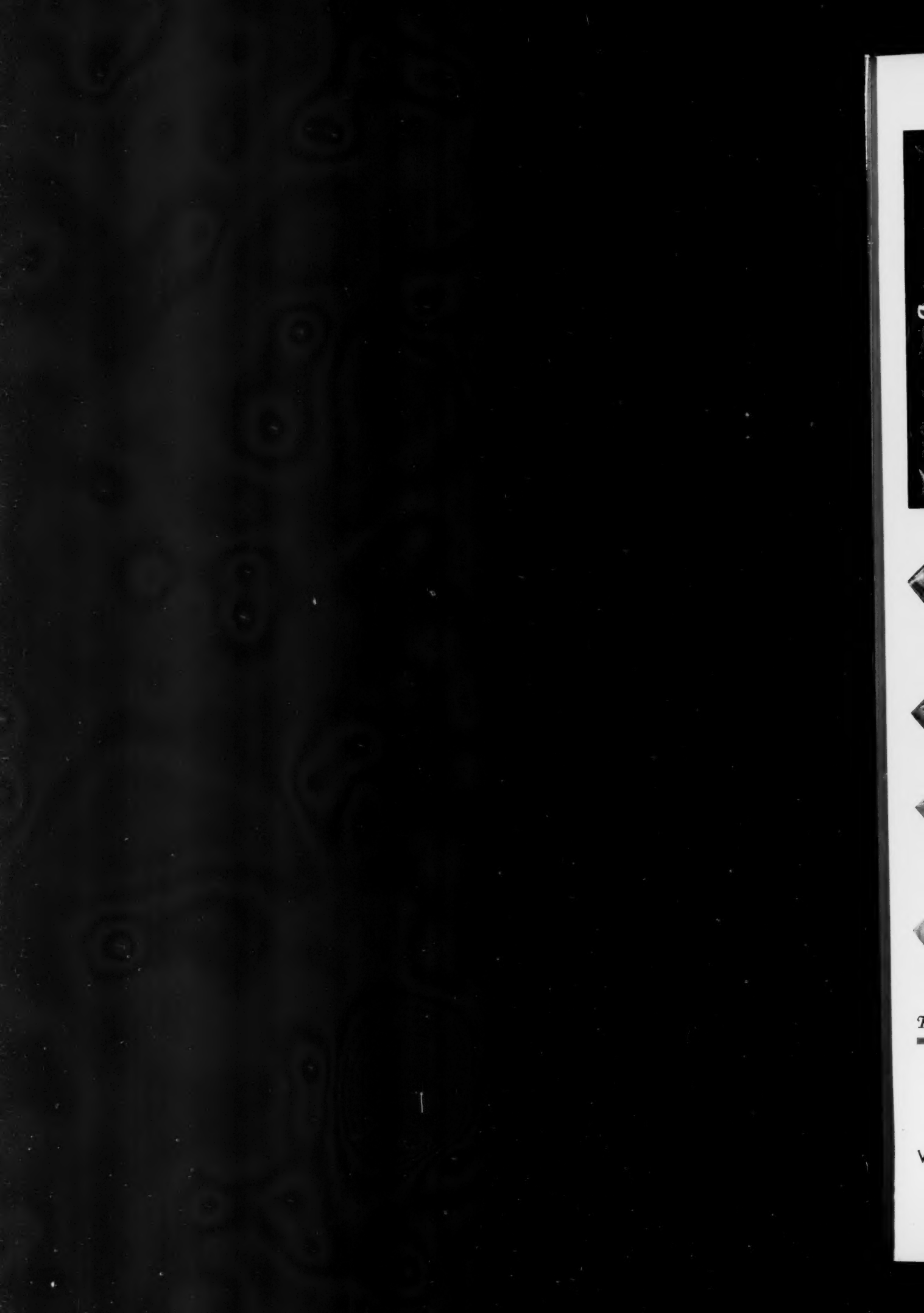
Union Bag & Paper Co.,  
New York City—Chicago, Ill.  
American Paper Goods Co.,  
Kensington, Conn.—Chicago, Ill.  
Lawrence Bag Co.,  
Middletown, Ohio  
Central Waxed Paper Co.,  
Chicago, Ill.

*The Economical Wrapper—*

# TRANSPARA

VISIBILITY • MOISTURE and GREASEPROOF • AIRTIGHT

MAY, 1932 25





# At last —

## A TRANSPARENT PAPER KEYED TO MODERN NEEDS AND TODAY'S BUDGET

All the physical properties of glassine plus new transparency and strength are embodied in TRANSPARA. It prints, it folds, it gums, and it handles easily over automatic machinery. It's practical—and therefore economical to the nth degree. To the user of cellulose film sheeting, TRANSPARA offers substantially lowered costs with only a slight decrease in visibility, but with unimpaired protective qualities . . . .

TRANSPARA is a joint product of the Rhinelander Paper Company and the Marathon Paper Mills Company. Its quality is assured. For complete information, samples and special attention to specific needs, write the undersigned

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RHINELANDER - - WISCONSIN

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Lawrence Bag Co.,  
Middletown, Ohio  
Central Waxed Paper Co.,  
Chicago, Ill.

*The Economical Wrapper—*

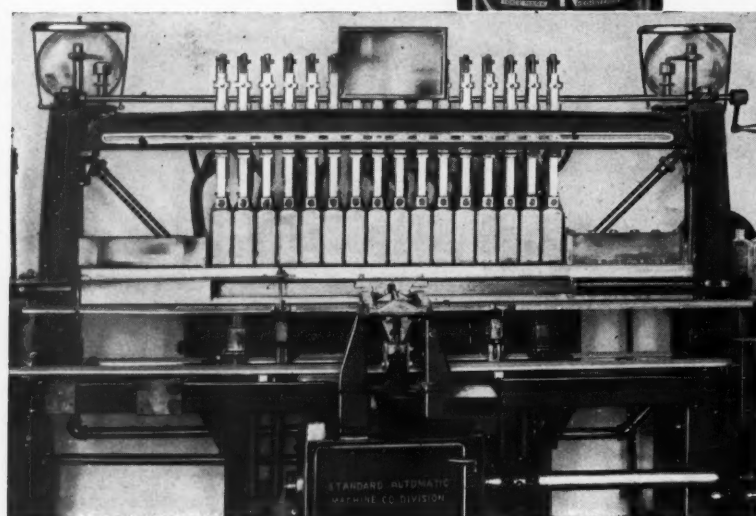
# TRANSPARA

VISIBILITY · MOISTURE and GREASEPROOF · AIRTIGHT

MAY, 1932 25

# ZAREX

changes..



..to faster  
smoother straight-line filling!

Mr. Julius Kreuzer, Superintendent of The ZAREX Company, manufacturers of the famous ZAREX Fruit Syrups, has had wide experience with both rotary and straight-line filling.

He says, "We are replacing the rotary filler we have been using with a Pneumatic straight-line filler, for these reasons. First of all we fill 5 different products and sizes of containers on one machine. On the rotary filler it takes from four to five hours to adjust the machine to a change in containers. On the straight line it takes only about 20 minutes. There alone is a big saving of productive time. One off-size bottle on a rotary spoils the adjustment, and constant "time-out" is the result. The straight-line filler adjusts itself to irregularities in containers and maintains its

production without stop. Smoother, faster and continuous output is made possible by straight-line filling."

Pneumatic Straight-line filling has many other advantages over other methods — advantages that *guarantee* uninterrupted output and lower filling costs. We shall be glad to explain them to you in detail if you wish. Write for further information.

#### PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers  
—Lining Machines—Weighing  
Machines (Net and Gross)—Top  
Sealers—Wrapping Machines  
(Tight and Wax)—Capping Ma-  
chines—Labeling Machines—  
Vacuum Filling Machines (for  
liquids or semi-liquids)—Auto-  
matic Capping Machines—Auto-  
matic Cap Feeding Machines—  
Tea Ball Machines

## PNEUMATIC SCALE PACKAGING MACHINERY

Standard Automatic Machine Division

PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVE.,  
NORFOLK DOWNS (QUINCY), MASS.

Branch Offices in New York, 117 Liberty St.; Chicago, 360 North Michigan Avenue;  
San Francisco, 380 Market St.; Melbourne, Victoria; Sydney, N. S. W. and  
Trafalgar House, No. 9 Whitehall, London, England



# MODERN • PACKAGING

MAY - 1932

VOLUME FIVE—NUMBER NINE

## Packaging Flat Silverware

By Ann Di Pace

FOR SOME TIME PAST factors in packaging have been looking with interested eyes at the silverware industry. One of the last to accept packaging in its present interpretation, coupled with the attraction its production possesses for just the background packaging contributes, this field has long tempted the packager and supplier. Educational work has borne some fruit but in one quarter only, and there, incompletely. There still continue to operate certain influences that look askance at this method of merchandising the commodities of this field. One particular factor that delays the swinging of the pendulum is the present unshakable belief that packaging holds no place in the silversmith's territory.

This fallacy, which in truth must be called such, although in all fairness to those involved, is most decidedly considered by them an unalterable fact, prevails in both quarters of the silverware industry—sterling silver and silver-plated. In the latter branch, however, acceptance of packaging as a merchandising aid is gradually making increased progress. But how strongly this fallacy is entrenched in the group



*A group of attractive packages for flat silverware, each possessing a practical re-use feature*

composed of silversmiths of sterling silver, was borne out by an executive of a group organized to promote interest in, and foster publicity for, the leading silversmiths in the country.

Elaborating on the stand of this branch of the industry, it was brought out most emphatically that all efforts are bent toward discouraging this phase, even to the use of felt and flannel cloths. Their aim, in the latter instance, though commendable, seems rather far fetched from a personal viewpoint. This is to promote the use of sterling silver daily by millions of families. The aim is logical, true, from a sales standpoint as well as the aesthetic standpoint. But, put to the test, would the campaign show any headway? It is extremely doubtful. The price range of sterling silver, alone, would make this impossible for the masses. And considering the fact that this group advocates the building of complete sets by small units—because of the price range—strengthens the premise that no such educational work would be successful.

Another point on which this group bases its argument against the employment of packaging as a merchandising aid, is its promotional work toward the gradual accumulation of sterling silver, either through self purchase or the bestowing of gifts. According to the experiences manufacturers of other commodities have had, here is where outstanding packages, such as have been adopted by some manufacturers of silver-plate, would assume a decided importance in the selection of patterns.

With the exception of those rare pieces which are the joy of collectors' hearts, the practice is standard, on the part of consumers, to associate fine silverware with leading retail houses rather than the manufacturing organization. The name of the latter on any chest or box of silverware carries little weight, if any at all. A pattern may intrigue, may be desired, the trade mark "sterling" is sought or, according to circumstances, "silver-plated," yet the name of the manufacturer holds no significance to the masses. What does hold meaning

is the name of the retailer or jeweler on the box in which the product is packaged. Packaging on the part of the manufacturer, therefore, assumes significance from the standpoint of creating a keener interest in his particular patterns through the medium of package design.

Those silversmiths whose products are simply silver-plated and have adopted packaging practices of one form or another have verified this fact. Regardless of the vast difference in price between the latter and sterling silverware, too many experiences on the part of manufacturers of other high-priced items, prove without doubt that sales of the "true" product in the industry in question, would be stimulated and interest greatly accelerated.

This statement receives corroboration from an executive of one of the leading silversmiths of silver-plated ware in the country, who definitely went on record with words to the effect that packaging is of extreme importance (Please turn to page 76)



*The main attraction of this group of packages for flat silverware is their value as display units for the retailer's counter or window*

# Tomato Juice Containers Share Popularity

By D. E. A. Charlton

IT MATTERS LITTLE whether one pronounces the "a" short or broad (locality and social distinction may decide, but we are not sure of that), for tomato juice has very much come into its own. And it will probably continue to hold an exalted place among food products

Our concern, for the moment, is with the package that makes this valuable food product usable, with a group of packages in which certain innovations have been adopted for purposes of consumer convenience and appeal.

The Vincennes Packing Corporation, of Vincennes, Ind.,

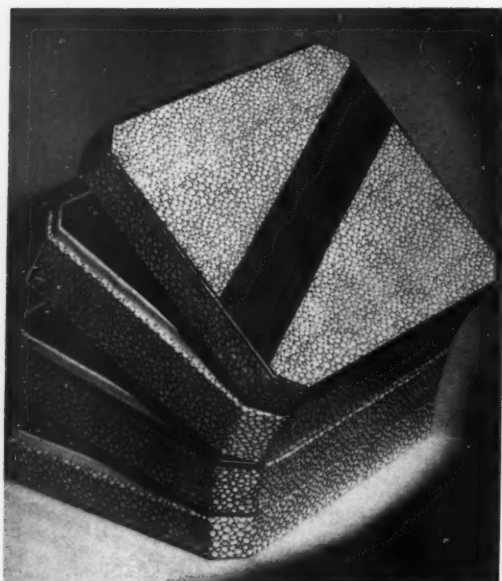
Photo by Rehnquist



until some recognized expert tells us that our present beliefs in the beneficial effects of vitamins A, B and C are mistaken or that something more desirable to the human system is discovered or devised. Now we even sing songs about tomato juice.

It is hardly necessary to point out, in this article, the uses of tomato juice, its place in the daily diet or menu.

packer of foods in tin and glass, has established certified and accepted standards for its products. In the preparation of its tomato products—tomato juice, tomato juice cocktail and tomato catsup—only selected fruit, grown under the observation of company inspectors, is used, and the subsequent processes of extraction, pasteurization, etc., are (Please turn to page 56)



*Above: The hosiery department of B. Altman & Company, New York, made unit sales of four pairs of women's hosiery recently by packing them in this attractive box. Each section holds one pair of hose. The box, which also comes in three sections for three pairs of hose, is covered in a charming green and white, grain effect glazed paper edged with gold. It proved so attractive to consumers, many additional sales on the box alone were made. Aside from its obvious beauty, its re-use value, convenience and adaptability to any little corner in a bedroom, were its points of interest*

## New Tricks



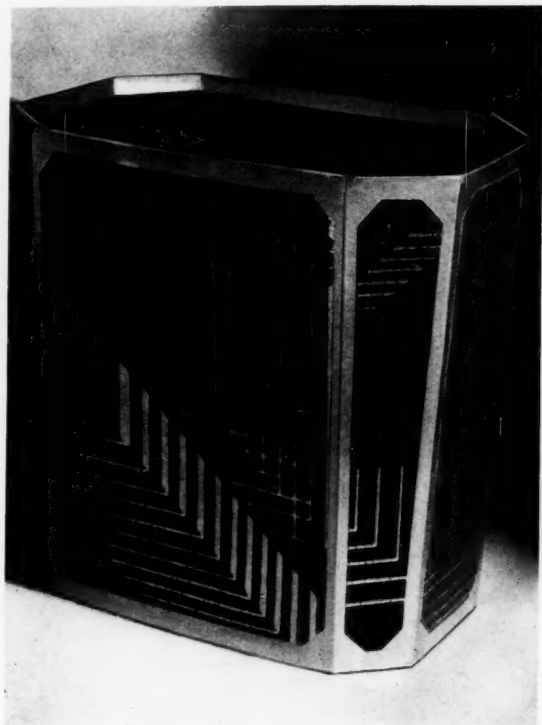
*Above: Dr. West's toothbrush in its new glass package which is sterilized and sealed with a gelatin cap. Actually representing a revolution in packaging in the toothbrush industry, it has two points of merchandising interest: complete visibility of the product and germ-proofness because of the type of package*



*Left: Unusual indeed is this new package for Peter Jackson cigarettes, manufactured in Sweden in natural molded wood and designed by Simon de Vaulchier. The lettering is in the style of a century ago. The inside label states: "Natural wood is utilized because it is the only material which has a natural affinity for tobacco"*



# In Packages

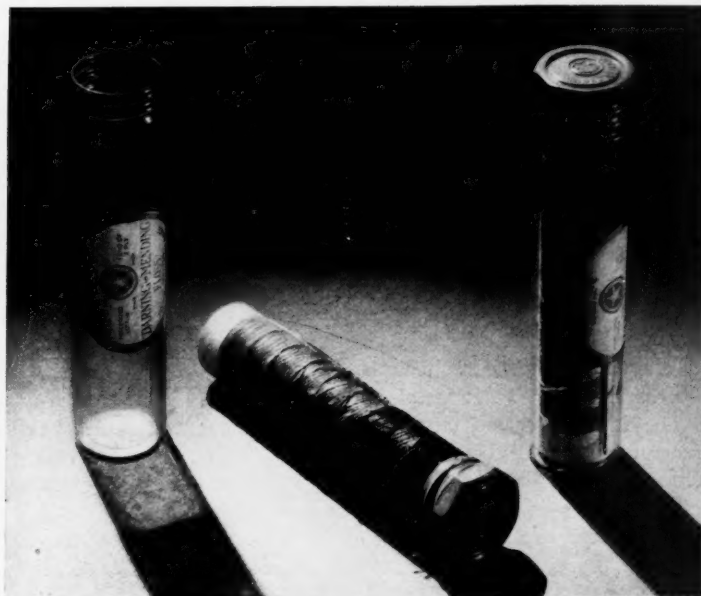


Above: A waste-paper basket that departs from the conventional by the use of a velour paper covering in an attractive shade of blue. The decorative motif is formed by employing a dull silver paper which is also used on the edges. The covering material is from the printed flock paper line of M. H. Birge & Sons Co.

Right: A new and novel way for packaging mending thread recently developed by the American Thread Co. The thread is wound on a hollow paper tube, forming a receptacle for needles and pins. The container is made of Hycoloid with a phenol resinoid cap which is attached to the inner tube. Photo courtesy Bakelite Corp.



Above: A dozen bath salts tablets in assorted floral odors manufactured by Yardley & Co., Ltd., are packaged in this strikingly beautiful hinged box covered with dark brown suede paper edged with a plain deep cream paper. Its only other decoration, which adds to the luxuriousness of the package, is simply the square gold paper label on the outside and inside of the cover bearing the name of Yardley in black lettering. The tablets are in five odors and are gaily wrapped in different colored transparent cellulose: emerald green, deep-sea blue, corn yellow, rose pink and cardinal red





# Aluminum Collapsible Tubes

By Herbert H. Hall

Aluminum Company of America

ALUMINUM collapsible tubes today carry all manner of products, including shaving cream, tooth paste, ointments, salves, beauty-creams and pastes, liquid adhesives, petroleum products and an almost infinite variety of others. They are made in a wide assortment of sizes and shapes, ranging from giant 10-in. containers for pitch to tiny tubes for medical compounds and samples, measuring less than two inches in length.

The history of collapsible tubes in general, and aluminum tubes in particular, is interesting. The idea of a collapsible tube originated with an American, James Rand, who secured a patent in 1841 on a "close metallic vessel so constructed as to collapse with slight pressure and force out the paint or fluid confined therein, through proper openings for that purpose."

About ten years later, a Frenchman named Richards is reputed to have made the first metal collapsible tubes, of tin, on a hand-operated screw press. A few years later he perfected a valve type screw cap closure for collapsible tubes. Mr. Richards' tubes were exhibited at the Exposition Universelle de Paris in 1855 and received a diploma with "mention honorable" signed by Napoleon III. The French Firm, Ets Kreig and Zivy, are the successors to Mr. Richards. They have in their records the diploma and samples of the first tubes.

The idea of manufacturing collapsible tubes was inaugurated in the United States by A. H. Wirz of Philadelphia. The Wirz factory started making collapsible tubes in 1874, using hydraulic presses and turning out from four to eighteen at a time. In 1880 the first swinging arm extrusion press was placed in service.



*A group of diversified products packaged in aluminum collapsible tubes*

In 1879 a young German technician, named Gustave Richter, carried the idea over to Germany and started a company to fabricate tin collapsible tubes, known as the "A. G. für Metall-industrie, G. Richter, Pforzheim." This company, which is still in existence, was the first to fabricate lead tubes and tin coated lead tubes.

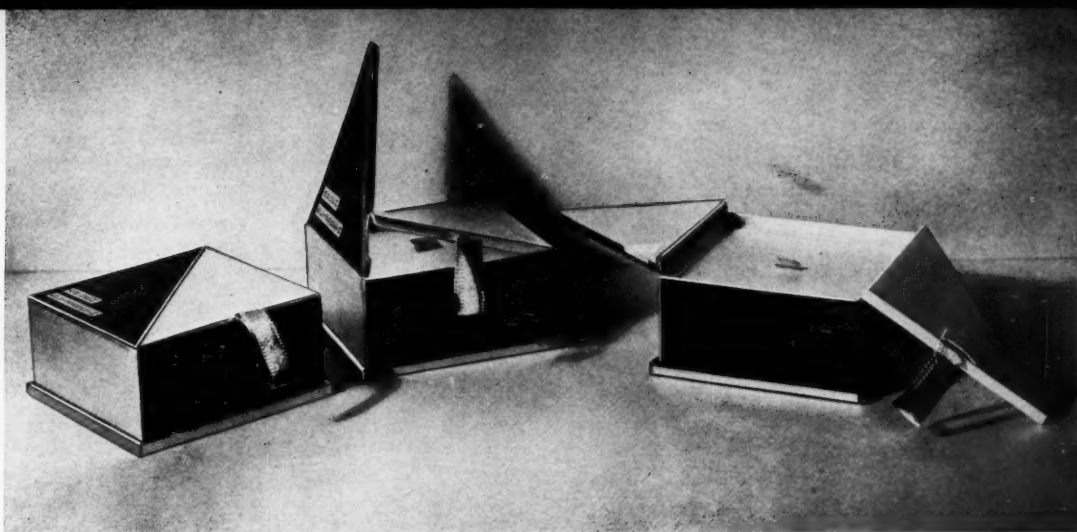
The first record of aluminum being used for collapsible tubes was in 1914, and concerns the activities of Dr. Lauber, who did considerable experimental work along these lines during that year, in Switzerland. Commercial production of aluminum collapsible tubes started in that country in 1915, and in Germany a little later.

The World War and the resultant shortage of tin in Germany and Switzerland, brought about an increased demand for aluminum as a material for collapsible tubes. Used first as containers for toilet creams and tooth pastes, the idea soon spread to other branches of industry.

Aluminum collapsible tubes were first made in America in 1921. The initial years were discouraging. Aluminum was a comparative newcomer to the field and competition was keen. However, constant effort resulted in a steady improvement in equipment and manufacturing technique with a corresponding improvement in the quality of the aluminum tubes, as well as a steady reduction in price. This brought about a natural expansion in the market so that today this type of collapsible tube is used by hundreds of manufacturers in many diversified fields.

The manufacturing technique for aluminum tubes differs in few respects from that employed in the making of tubes of tin and lead. *(Please turn to page 82)*

Three views of an Elizabeth Arden box designed by Loubok of Paris. You pull the ribbon and the two triangular pieces of the lid fly open



## Paris Package Designing Trends

By Kurt Zog

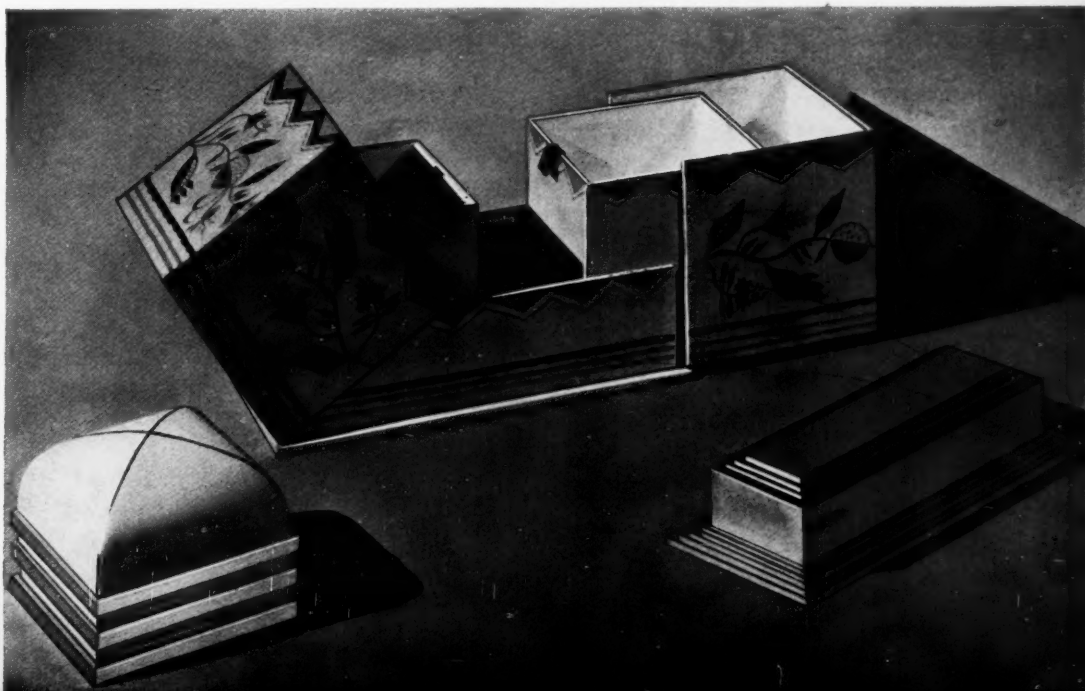
JUST TO ADD interest to the subject I might as well confess that to talk about Paris trends in package designing is courting criticism at the very outset.

It is the Frenchman's passionate devotion to originality, to doing what he pleases, as he pleases, when he pleases and how he pleases, which has given him his supreme position in various branches of the fine, applied and graphic arts. Years ago a wise citizen of this country proclaimed the first rule of life to be: "Do not offend your neighbor, after that do as you please."

That is very much the attitude taken by French designers, producers and purchasers of cartons, boxes

and, in fact, all the various kinds of packaging. Yet in spite of this demand for originality and liberality in package expression, a careful investigator must admit that there are two distinct trends today in the production of modern packages. One trend is indicated by a leaning toward the use of classic forms in the shape of containers and in the decorative motif employed. Greek, Persian, Egyptian and Roman architectural and pictorial forms of expression have been studied and adapted to a number of packages produced as display items for what might be termed the more refined or exclusive articles of commerce. Yet this does not mean

An oriental perfume box in plaster and velour, a classic Ever-sharp pen and pencil box and a three compartment candy box, all designed by Cartonnages Français of Paris





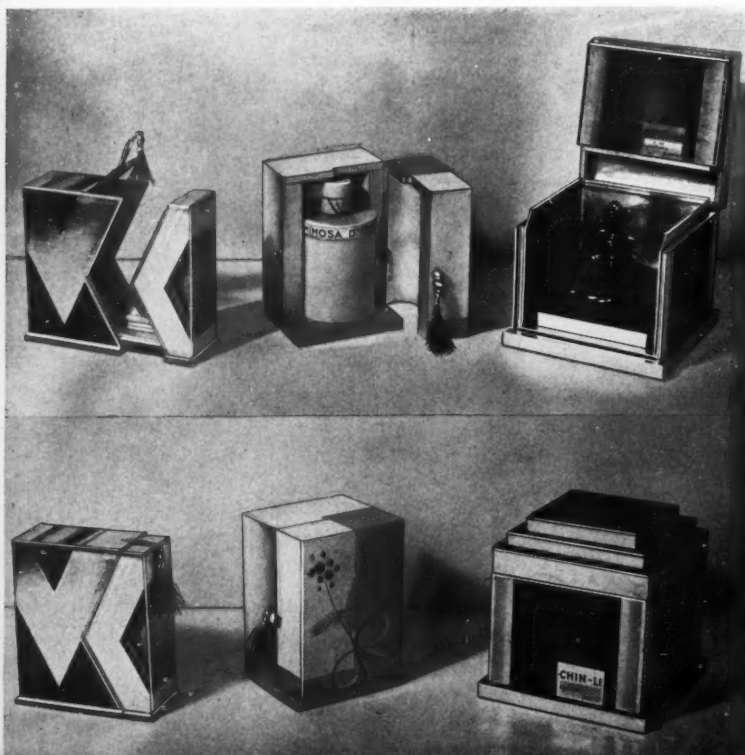
*This cosmopolitan group includes a fountain pen box in gold, a two compartment candy box, a perfume box with its cover shaped and colored to match the bottle and a box designed for the delivery of those remarkable fashion creations conceived by that whimsical dress genius, Paul Poiret, who has given his new house the name of his telephone number. They are all products of Cartonages Français, of Paris*

that the principles of these ancient influences have not been successfully employed in the production of comparatively inexpensive cartons and boxes.

The other trend, and more pronounced one, is toward very modern forms. This modernistic movement expresses itself in both architectural lines and in pictorial ways. The architectural or geometric forms are to be found in the construction of the package itself as well as in the application of decorations, while the modern pictorial schemes are naturally confined to outward decorative effects. Frequently a modern architectural shape is given a modern pictorial decoration, but in some instances the two basic trends have been amalgamated very effectively. Provided one achieves a dra-

matic result, there can be no harm in combining the classic and the modern in an object as small, and in one so at liberty to be whimsical, as a dress for an article of commerce. Consequently, that which is not permissible in architecture has proved itself entirely worthy in the making of effective displays for the housing of goods to be sold.

There was a time when France, as with our own country, and more so with England, held the vogue of the Victorian, or what we humorously term the "Early General Grant" style of design in great esteem. In other words the world of business demanded that the virtue expressed in making two blades of grass grow where one had sprouted before should be translated



*These works of art in package designing and execution have been conceived, both as to pattern and shape, as well as construction, to display their charms and call attention to their contents. The upper illustrations, showing the packages open, display their ingenious construction. Designed by Loubok of Paris*



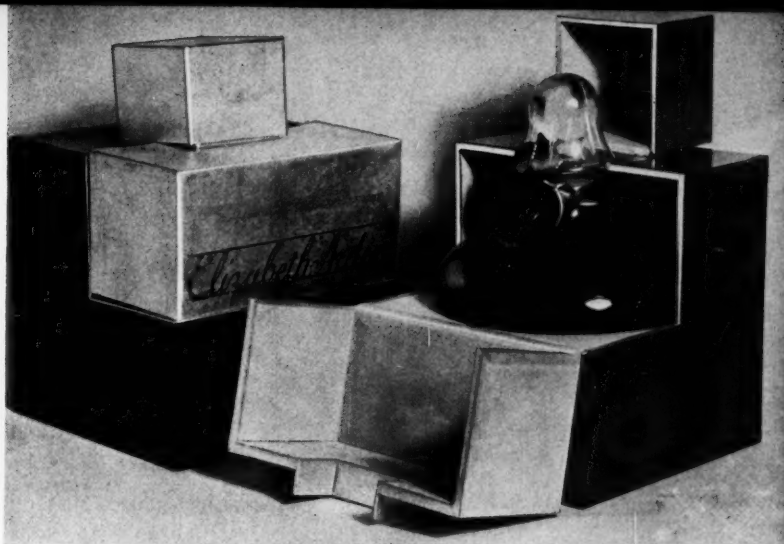
into package designing. The result was that frightful school of "art" which called for two colors where one had been before, two lines, two curves, two shapes, with curls and swirls and confusion, and abortive lettering all messed up in one complicated mass.

France, as with ourselves and England, still has a number of its older packaged products burdened with these sacred white elephants. But they are passing. Commerce has discovered that modern sales methods, to meet modern competition, must have the energy which can be expressed in the modern presentation of its wares—goods dressed for the job of attracting attention.

Most of the credit for improvement in package presentation in France is due to the organizations which have specialized in creating modern cartons, boxes and packages generally of such pleasing character as to make the product manufacturer see the practical advantage of goods well displayed to increase sales.

Perhaps I should give the full, official title of one of the internationally known organizations which has had so direct an influence over modern package designing in Europe, so here goes: "Société Anonyme d'Impressions & de Cartonnages d'Art, Anciens Établissements Loubok." But don't let that bother you, with true modern efficiency it answers to the brief name of Loubok.

There can be little argument as to the position of this house in the realm of package designing and production. It has undoubtedly led the field in its influence over the

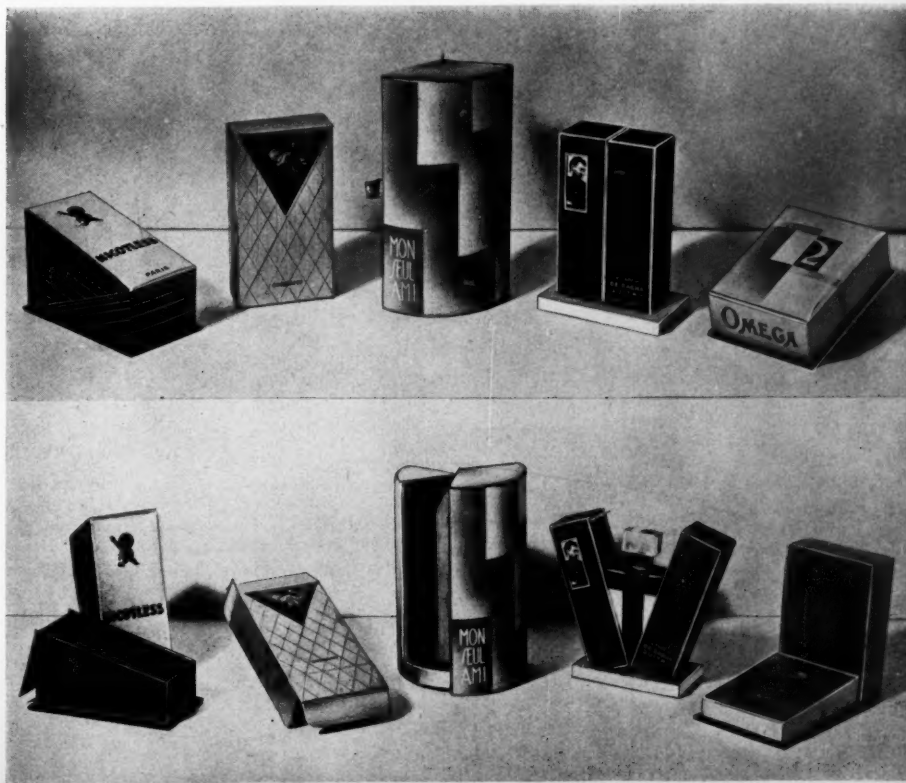


creation of what might be termed the "high visibility" package. As we know, visibility is frequently secured by various means, shape, color, pattern, subject being chief among them. Loubok makes a practice of bringing all these, and perhaps a few extras for good measure, into each of its more elaborate packages. This organization believes a package which is expected to take an active part in a sales program should have the following qualities:

It must, of course, be pleasing in itself. It must be original in shape. Unique in its operation. Striking in its construction. Brilliant through the application of contrasting colors and arresting pattern. These standards of practice account for the fact that many Loubok packages offer two distinct sales appeals, one when open, and another when closed. And they are as

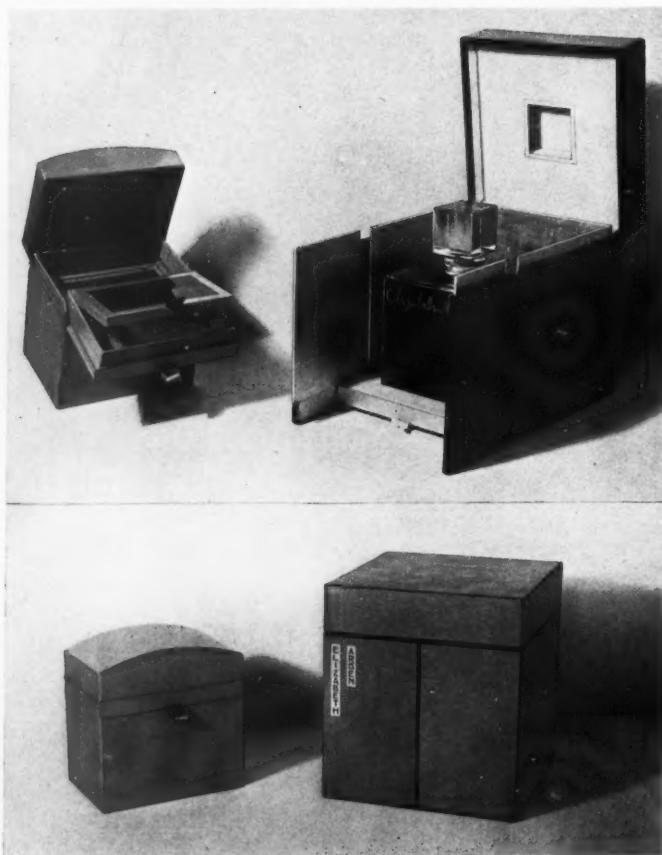
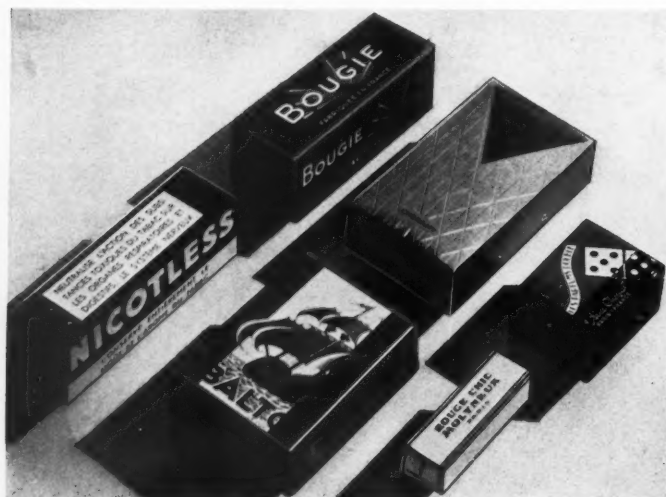
*Upper right: Whether ready for wrapping or open to display the product, this Elizabeth Arden box has a distinct sales value. Designed by Loubok of Paris*

*Right: Reading from left to right, five smart and original Loubok of Paris designs displayed closed and open which show as much invention in their form as they do quality in their production*



different under these two conditions as is a bathing beauty on the beach as contrasted with when she is in a ballroom—lovely and highly visible at both times, yet so very different in appearance.

Certain of the Loubok packages suggest an almost slight-of-



Just another group of smart packages by Loubok of Paris. The upper illustration, however, shows machine made packages for mass production

hand quality in the changes they ring on appearance when opened as compared with when closed. Sometimes this double-barrelled display value is achieved by the way a lid lifts up, a cover slides open, or the package divides itself. Again, this end may be arrived at by the designing of an eccentric interior arrangement. Or the subtle use of architectural forms and geometric angles, worked out with the cleverness of a picture puzzle, present a pattern and resultant effect, open, which is wholly different from that made when the package is closed.

In the production of simple and inexpensive cartons to be produced in great quantities and which are intended only as a smart dress for an article of modest price; in other words the carton which has finished its task when it has helped make a sale and is not intended to be kept by the purchaser as a reminder of the product, Loubok places the emphasis on colors and their combinations, without any attempt at working in the costly items of fantastic shapes and operating gadgets.

Yet even in these mass production jobs this house shows a sensitive understanding of the fitness of things. The carton for so dainty and intimate a thing as a lipstick refill will be done in silver with a fine red line ruled at its edges and a red dot to indicate the shade.

But when it comes to producing a carton for a spark plug, or *bougie*, as they insist on calling them in France, the lurid container suggests energy, makes a brutal demand to be seen. Here is no carton to rest even for a moment on a lady's dressing table, but a package to suggest the dress of a real worker.

Another Paris package producing house which is cosmopolitan as to its character of production is Carton-nages Français. Their line of boxes runs from those which cost as much as \$2.40 each to manufacture to the *chemise* carton used to keep its aristocratic relative from being rubbed and soiled, which is produced for less than a cent. Nor are all the boxes turned out by this house as costly as they look. A certain fountain pen container, (Please turn to page 56)



Exclusive!

## Are Package Smells Spoiling Your Sales?

By Donald A. Laird

Director, Colgate University Psychological Laboratory



Dr. Donald A. Laird

WHILE seven league strides have been made by manufacturers in the packaging of foodstuffs during the last few years, one avenue of progress in the field has received nowhere near its merited emphasis from the all-important viewpoint of sales. Materials, form, color and durability all have been improved; all but forgotten is that old bugaboo from South American markets a decade or so ago that poor packaging of United States exports caused them frequently to arrive in an unsalable condition and so gave German and English goods the advantage. Yet in comparatively few instances has any attention been paid to improving—let alone to exploiting—the *smells* of packages.

True enough, companies like the International Printing Ink Corporation have expended large sums to find inks that will not mark or taint butter wrapped in printed paper or containers. Here and there, efforts have been made to change basic materials so that particularly undesirable, offensive odors in cardboard, paper or composition packages might be eliminated. And none can say that packaging today is not, comparatively, a much better smelling product than it was before the war.

Still, it is a matter of record that one can find on shelves and counters today ample evidence as to manufacturers' neglect of the smell factor in putting up his wares. My attention was focused on that point by a chocolate bar, wrapped in a multi-colored paper, which I bought the other day at a railroad station. As I opened the covering, a slightly musty, acrid odor assailed my nostrils. At first I thought the bar had spoiled on

the shelves. A little sniffing soon established that the candy itself was fresh and delicious, but that the wrapper smelled, as they say, to heaven. That the evil-fumed paper was due to accident, I can be forced to admit; possibly the particular batch of papers of which that one was a part was an exception which somehow got past the inspectors. But none the less, it caused me to lose all desire to eat the chocolate and after one bite I dropped the whole thing in the refuse barrel.

Showing, too, the power of smell to impress the buyer's mind, I found myself thinking about that wrapper for hours afterward. How much, I wondered, did that bad batch of papers—if indeed, there was only a batch involved—cost that manufacturer? His care in making the candy, advertising and distributing, all set at naught by a smell. How prevalent were bad smells among the host of packaged goods put out by manufacturers? Small wonder if, at the grocery back home, I made a cursory research. Naturally, on such evidence, a precise report is impossible, but the fact is that I found six cardboard containers, containing different brands of different goods, all with an evil odor.

This odor varied from mild to positively repulsive. Knowing ink and paper from experience, I traced some of these odors more or less to their source. It was the greasy, acrid smell of cheap cardboard; the fish oil or linseed oil smell of the ink or a combination of both. I approached my friend, the grocer. Did these smells ever affect the foods? Well, doc, he confided, they did. Not that it was a frequent occurrence; still, he had

often wondered whether or not smells like that had anything to do with a customer's changing from one brand of goods to another. And only the other day a woman brought back a half used box of breakfast food—wait, he would let me look at it. My nose detected the well-known odor described above, fish oil, cheap cardboard smell, something like that of water algae. I tasted the crisp flakes—sure enough, they tasted the same way!

"I'm going to write to 'em," said my friend. "Trouble is, I don't know just what to say. It ain't as if all their goods come back on me. Might be an accident."

"Accidents have a way of repeating themselves," I reminded him. "Certainly, it would be a service to suggest that they check up on their packages and labels because, in this instance at least, they tainted and ruined the taste of the product."

No doubt many instances could be found of products—good products, too—struggling along under the handicap of smelly cardboards and inks; as well as cases where the ruinous smells are a result of a let-down in the manufacturer's organization or watchfulness. The point is, what, if anything, can be done to insure against these costly evil smells?

Fortunately enough, these smells not only can be prevented but even be turned to advantage through the use of what are known as synthetic aromatics which have proved themselves in other lines, notably in the artificial leather, textile and printing industries.

First discovered by a young chemistry student at the University of Zurich, who evolved the smell of lilac from turpentine, and that of roses from alcohol, the development of synthetic aromatics or perfumes was fostered first as a branch of the perfume making business. Obviously, scents from turpentine and other common chemical substances were cheaper than those from fruits and flowers. Gradually, the application of the idea spread outside the perfume industry until today the branch has become as important an enterprise as the original. It reached commercial proportions about the time radio did and has been growing ever since.

Some of its basic victories are well worth recording, as they point the way to what can be done in the packaging business as well. So-called finishing oils, necessary in the rayon industry if the stiff yarns are to be woven readily and well, were smelly enough at the start, but in addition often soured in the goods on retailers' shelves. Today, this clothy smell has been eliminated practically throughout the trade through the admixture of the proper aromatic in the oils. The same is true in the hosiery and clothing industries, particularly in the case of such cloth as blue serge, which some years ago invariably had a bad odor all its own. Likewise, these aromatics are being used to overcome the nauseous naphthalene smell in moth balls; the stuffy smells in furniture that without the aromatics would result from the glues used in joints and veneers, fabrics, varnishes and waxes; the naturally strong, acrid odor of real leather as a result of the various tanning processes, and, curiously, to make artificial leather smell like real leather! Thanks to aromatics, shoe polishes, nail polishes, depilatories and such products have been forever freed of repulsive smells. And their sales boosted accordingly, because, as science has established, 90 per cent of humans are repelled by such odors, and a surprisingly large number actually sickened by them.

But even more interesting to the packaging industry is what has been accomplished with these aromatics in the printing line. Everyone knows the bad smell of ink due to the fish oil, or linseed oil necessary to give it stability and serviceability. Pick up a damp newspaper off the presses even today, or certain magazines when they are new, and you have a good suggestion of it, though by no means what it used to be. For years, leaders in the industry tried to overcome the smell. They tried to find other ingredients than fish oil, but this proved a vain quest; ink without fish or linseed oil just wasn't ink. Here and there, pioneers diluted their product with old-fashioned perfumes, and in the end had a product marketable mainly as fifth-rate perfume.

Today, most good inks can be rendered odorless, or given a good, clean smell (Please turn to page 64)



*Aromatics made synthetically from crude camphor and turpentine find use in the perfume atomizer, in offsetting the rancid natural smell of soap, in making leather goods smell "good," in offsetting the unpleasant smell of a burning candle, and even in the ink of books to counteract not only the natural smell of the ink, but the medley of queer smells from glue, coated paper and binding leathers*

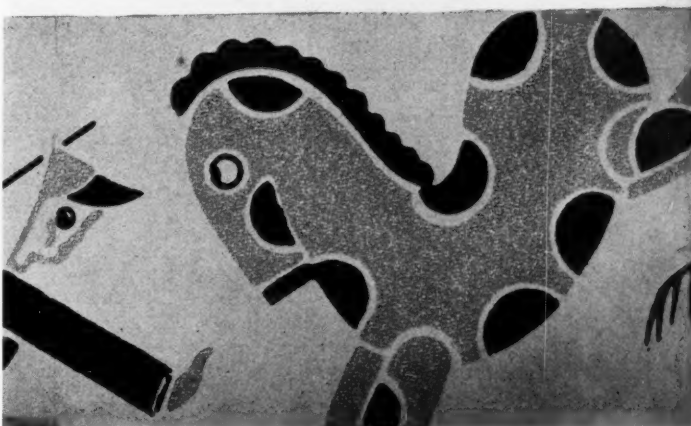
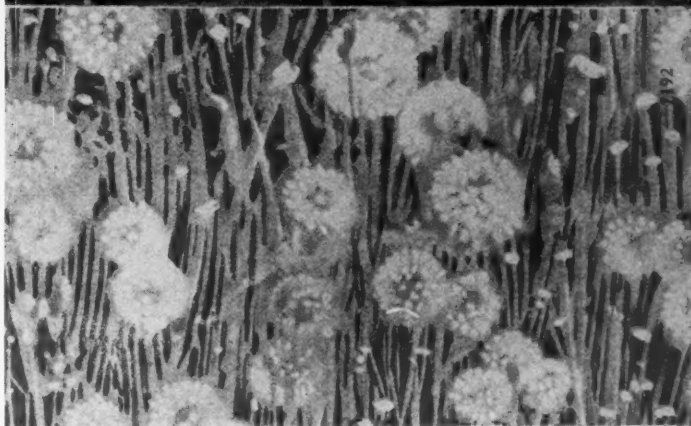
# Latest Designs in Decorative Papers

*Reading from top to bottom: An engaging design that has a distinctly late autumn atmosphere. One of the newest numbers from the Beekman Paper & Card Company, it conveys in both color and technique, the characteristics of that season. Comes in a combination of two colors.*

*Green fields, balmy summer days, light and sunshine are all feelingly represented in this charming verdant number from the Hazen Paper Company. Comes in several colors, the background in two tones of one color, the floral motif in white.*

*The Shellmar Company has brought out another distinctive transparent cellulose wrapping paper, this time for Mother's Day. The design is printed in three colors, blue, red and yellow.*

*An intriguing juvenile number that will delight the hearts of youngsters, from the Beekman Paper & Card Company. Its clownish technique constitutes its greatest charm. Comes in black and silver on a blue ground.*



# Exclusive!

## Chain Store Success Brings Packaging Problems

By Emory C. Woodward



*Two interior views, typical of the new National Tea Company super-stores. In addition to packaged goods, each has a bakery goods counter, meat department, fresh fruits and vegetables department, etc.*

THIRTY-THREE years ago or thereabouts, when George Rasmussen opened the first National Tea Company store on North Avenue, in Chicago, he may have been ambitious, but it is doubtful that he imagined his enterprise would some day number more than 1500 stores and operate in nine states.

In those days the problems of the National Tea Company were entirely along retail merchandising lines and the executives had no manufacturing and distributing difficulties to confront them. But, as time went on and the scope of the business increased, it naturally became expedient to go into more and more manufacturing processes. Today a great number of products are manufactured and packaged by National Tea Company and the list continues to grow. There are carbonated beverages, cereals, salad dressings, coffee, butter, eggs, preserves, jellies, vinegar, bluing, ammonia, nuts, candies, bread, cakes, spices, and many more such items being put out under the labels of Geo. Rasmussen Co., the name by which National Tea Company's manufacturing organization is known. The trade names include American Home, National's Best, and a number of others.

According to officials of the company, there are a number of reasons which make it advisable for chain store organizations to



do their own packaging. First is the matter of cost in relation to retail selling price. One of the production men said, "We wouldn't make or pack a single thing ourselves if we could buy quality goods at prices which will permit us to make a profit in the chain store business."

The National Tea Company is operating stores in Illinois, Iowa, Missouri, Indiana, Wisconsin, Minnesota, Michigan, and South Dakota and maintains warehouses throughout the territory being served. A number of organizations have been taken over and their stores added to the National chain in recent years, including the Piggly Wiggly stores in the Middle West, the Red Ball stores in Iowa, the Illinois National Tea Co. food stores in Detroit, etc.

With such a wide-spread organization to supply, the problem of obtaining the necessary merchandise has become a highly important and, by no means, simple one. Vast quantities of nationally known products must be bought and distributed. Huge supplies of staple items, practically all in packages, must be secured. And, at the same time the cost must be kept down by the very nature and idea of the chain store business. In addition to the widely advertised items which the housewife expects to obtain from the chain store at a few cents less than the independent man asks, there must be goods in cans, bottles, and other packages, which she can buy at great savings. But, even though the prices be much lower, the housewife expects those "leaders" to be of unquestionable quality!

The only way that National Tea Company or any other chain organization can sell quality packaged goods at lower prices than those obtained for the products of food manufacturers is to go into the manufactur-



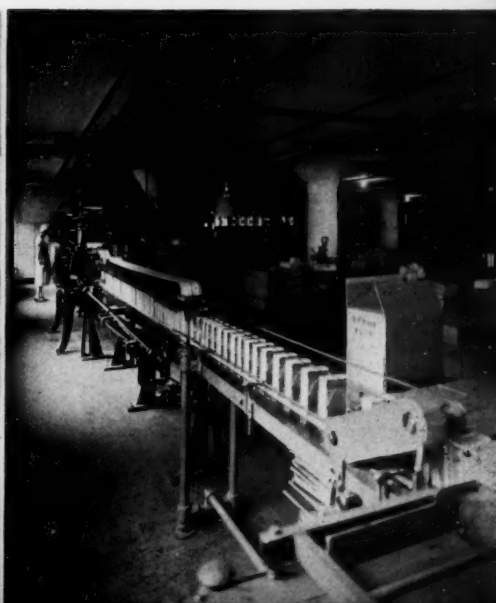
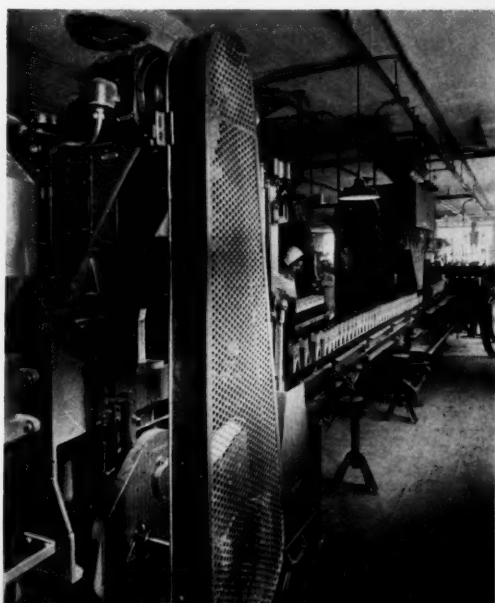
*Extreme upper illustration: Preparing "Handy Pantry Packages" of ginger ale in the new carbonated beverage department*

*Lower upper illustration: Coffee packing lines. Reading left to right: Carton packing line, vacuum seal tin packing line, bag filling and stitching line*

ing business itself. The profit usually made by the manufacturer is then eliminated, more or less, from the transaction and the housewife can share in the benefits.

National Tea Company carries on most of its manufacturing and packaging operations in its huge building

*• Reading across:  
Carton forming  
unit and filler at  
head of cereal pack-  
aging line and the  
discharge end of  
cereal packaging  
line*





at 1000 Crosby St., Chicago, Ill. Because of the wide variety of products handled, the operations involved run the entire range from simple, hand packing methods to the use of fully automatic, high speed machinery of the most modern types. One of the departments which come under the latter classification may be seen in the illustration which shows the carbonated beverage plant. A completely automatic, high speed line, from bottle soaker to carton sealer, furnishes the equipment for this department.

C. E. Kafka, head of the manufacturing department, stated that the National Tea Company first began to make and bottle its own carbonated beverages some six years ago because it could not obtain a source of supply

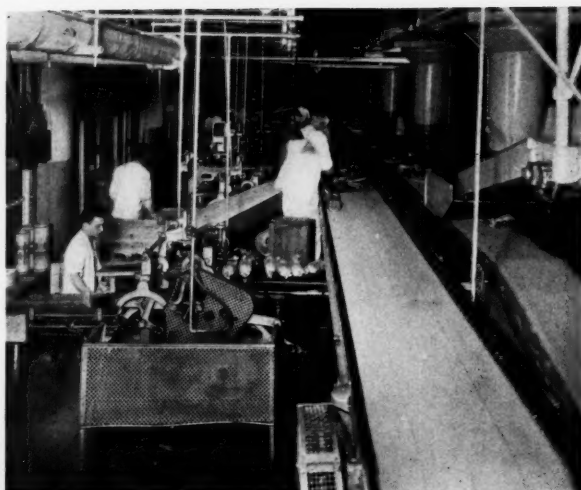


*Above: Operator packing shipping cases at discharge end of cereal packaging line*

*Below: Three butter packaging lines for wrapping and assembling four quarter-pound sections into one-pound packages at 35 per minute on each unit*



which would furnish goods of uniform and unfailing high quality. At first there was but one rather small production line. After one year, two lines were needed. At the beginning of the third year, it became necessary to operate the department in two working shifts in order to keep up with the demand. By the time six years had passed, the big, new plant had replaced the



*Bread wrapping department. Some of the machines automatically slice the loaves as they are wrapped*

old equipment and was running full blast at the rate of eighty or more bottles per minute.

There is a packaging idea employed in the merchandising of American Home Brand Ginger Ale that is largely responsible for the constant increase in the sale of products put out by the carbonated beverage plant. As an incentive to buy six bottles at once, American Home carbonated beverages are put up in convenient "Handy Packages" containing six 24-oz. bottles each. The cartons can be carried under the arm, if necessary, and they have proved so popular that 85 per cent of the beverage plant's output is packaged in that fashion. The illustration of the carbonated beverage plant was taken at a time when Handy Packages were being produced. They are shown in the foreground where the operators are at work. A vital part of this particular department is not visible in the illustration. That part is the syrup room which is located on the floor above. The methods used in that room are most careful, thorough and modern, the equipment being of the latest design in every particular. The water used is all filtered and purified by ozonators, (Please turn to page 71)



*General view of department where ground spices, whole spices, candies, nuts, etc., are packed. The line in the foreground handles ground spices at about 40 canisters per minute, applying shaker closures, etc., automatically*



With each half-pound  
sealed in  
Alcoa Aluminum Foil—  
Coffee stays fresher—till  
the whole pound's gone

We have heard a lot about fresh coffee lately and about the millions spent on packing and rapid deliveries. But—when the container is opened the flavor starts to fly. Before the coffee is half used, its freshness may be half gone. There's need for added protection—and here it is.

Whatever kind of container you use, seal each half-pound of your coffee in Alcoa Aluminum Foil. Then one half-pound remains untouched by air and light until the other half is used. Each time after coffee is taken out, a simple folding of the foil will seal out air and light until more coffee is wanted. Will the users do this to keep coffee fresh? They do it now with tea.

No matter what your wrapping facilities may be, Alcoa Aluminum Foil is easy to use. It is strong and easy to use, whether you wrap by hand or machine. It adds almost nothing to the weight of the package, and it gives far greater coverage than foil made of any other metal.

Write for complete information on what it will do for your product. Please address ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.



ALCOA ALUMINUM  
ROLLED INTO FOIL

KEEPS MOISTURE, LIGHT AND AIR WHERE THEY BELONG

..... And products sold in paste form can be packed in aluminum jars that absorb no moisture...banish breakage

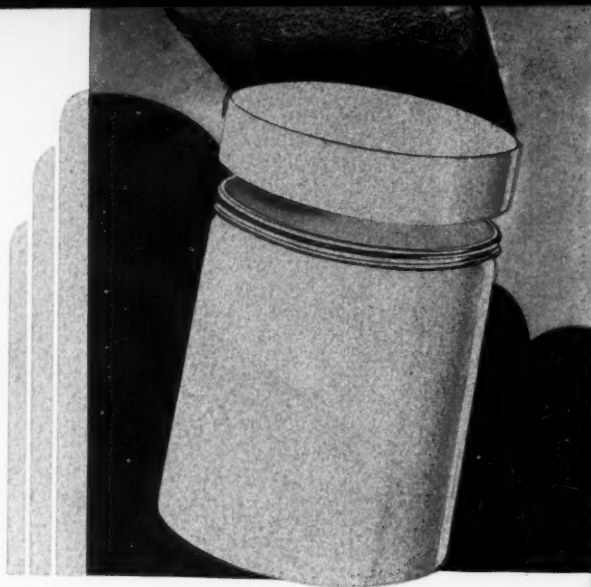
Here's news that will interest every manufacturer who is alert for packaging improvements. You no longer need be troubled by jars made of porous material whose filling soaks moisture and essential oils from your products. And, with the new jars made of Alcoa Aluminum, you may eliminate the breakage problem completely.

Fashioned in modern designs and colorful finishes, these jars command attention on dealers' counters and tend to speed up impulse sales. Some of these jars are excellent self-containers for beauty creams and countless other products. Other styles are suitable for use as slip-covers for bottles and powder boxes.

Actually all of these jars are extruded cans made of Alcoa Aluminum. They have stiff strong side-walls and heavy bottoms. Light in weight, they save on packing and shipping expense.

You may obtain these aluminum jars in many colors. They can be furnished in a satin finish or a highly polished finish. Or they may be obtained in an oxide finish in their natural light gray color, or, again, in a great variety of other plain colors or printed designs. The oxide finish is extremely hard, and will not mar or chip. These jars are furnished with screw tops of aluminum or molded material, or as aluminum slip covers, plain or colored, for powder boxes and bottles. Let us show you how they can add new beauty and saleability to your products. Write ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PA.

ALCOA ALUMINUM



Furnished in natural aluminum, lacquered—



or in oxide finish, dyed in becoming colors and black, with covers to match in aluminum or molded material.



Also available with slip-covers of aluminum in natural or colored finishes.





As told to  
**D. B. Hassinger**  
by **E. Rahn**



## Breaking Away From Packaging Traditions\*

HAVE YOU ever felt like Rip Van Winkle? If you have not, you have missed a good deal. For that matter, so did Rip Van Winkle. A great many events can occur in a fifty-year or even a five-year slumber. As he slept, the world progressed even though he stopped. Even though his clock stopped, time had gone ahead and with it had come modernization, changes, improvements. In other words, progress had been made while his small world stood still. Times had changed. Whiskers were no longer the fashion. But what has all this to do with packaging, you ask? Much more than you suspect.

We are going to ask you to take a Rip Van Winkle backward sleep for fifteen years and then wake up, either because you have fallen asleep reading this article or

possibly because you have really read this far and are adventurous enough to take up and follow our suggestion.

The time? It now is the year 1917—the year the modern Rip fell asleep. Yes! Doesn't it seem a queer world to you? Those 1917 touring car models seem mirth-provoking and terrifying. The clothes the ladies wore seem unbelievably devoid of style now. It looks as though part of the family album had come to life. And the packages for food products—what are they like? Are they reminiscent of the family album, too? Yes and no. A little later the “no” will be explained. Now the “yes” is under fire.

Tradition is a word with which we are all familiar. As a nation there are historical traditions in the form of holidays. In the realm of commerce and industry we meet it in the adherence to old established, hard-and-fast rules. In 1917 tradition had (*Please turn to page 79*)

\* The third of a series of articles relating to merchandising in which packages played an important part. The first appeared in the March issue, the second in the April issue.

# Editorially Speaking — —

## What, No Service Men?

During a recent visit through the plant of a well-known manufacturer of food products we were particularly interested in the precision and dispatch with which packaging operations were performed. Filling and closing of containers, labeling and the subsequent details of packing for shipment—all automatic operations—proceeded without a hitch, and we were advised that such performance was accepted or standard practice. Such conditions, may we say, are not unusual; in fact we have found them to be the case in most instances.

However, we ventured a question concerning breakdowns, minor repairs and other likely hindrances to production, and received a reply that in cases where things of that sort did happen the necessary repairs were made by the company machinists. Securing that admission, we also wanted to know how often service men, supplied by machinery manufacturers, were called in. We learned, somewhat to our astonishment, that such visitations were entirely lacking. In further explanation of this we were told that, to the best of the belief of the informer, the various companies who supplied the equipment did not maintain local service facilities—"if they have service men, we haven't seen them."

Perhaps at this point we should have taken issue with our guide, for we happen to know that certain of the companies in question do maintain such facilities, and competent ones at that. This, however, we did not do, feeling that our position in the matter was one of the observer rather than that of commentator. But we could not help thinking that an opportunity was overlooked—an opportunity for initiative on the part of the machinery manufacturer.

The old saying, "the squeaking axle gets the grease," is undoubtedly observed and followed by all package equipment manufacturers. Complaints of inadequate performance, defective parts and other deficiencies are usually given prompt and adequate attention. But how often, unless these complaints are registered by users, is the attempt made to determine voluntarily if any such difficulties are encountered?

A manufacturer builds his equipment for a purpose—to perform a given task under stipulated or understood conditions. His responsibility cannot, must not end with the completion of that installation, even though he have the utmost confidence in the performance of that machine. For there comes a time when conditions must change or obsolescence must have its innings.

When this time arrives, with replacement in order, the manufacturer who has failed to keep the proper service contacts with his customers is quite apt to be at a disadvantage. And, it seems to us, the anticipation of that "squeaking axle" is quite important as a "proper service contact."

## Paper Box Makers to Discuss Problems

Due to an earlier press date this month we are unable to present in this

issue the complete program of activities to be followed at the meetings of the National Paper Box Manufacturers' Association at the Book-Cadillac Hotel, Detroit, Mich., May 11 to 13, inclusive. We are advised, however, that the plan contemplates a thorough and serious study—via round-table and other discussions—of the problems of paper box manufacturing and selling, and it can be expected that results of far-reaching effect will be obtained. Such action, which allocates the greatest attention to specific needs of an industry, by that industry, is highly commendable at any time, and particularly now when economy and efficiency are absolutely essential.

We are not, however, in complete agreement with an editorial statement appearing in the foremost publication devoted to the interests of the paper box industry. Referring to the fact that the first session will include no speakers from outside the ranks of the industry, the editorial states "We hope eventually it may lead to a plan of no outside speakers at any convention session. The problems of paper box manufacturing are best known to the leaders of the paper package industry. A complete business program comprising round-table conferences directed by these leaders would be sufficient and desirable. It would be the best and most constructive convention plan ever promoted. We don't need bankers, professional optimists or renowned orators to tell us what's what these days. The newspapers, business magazines, commercial journals and statisticians have told us all we need to know about the industrial situation. What we want to know now is what is best for the paper box industry. Only intelligent box manufacturers who have had experience can tell us that."

We concur that many of the non-essential "pep" talks that form a part of almost every convention program can advantageously be dispensed with, and the



time usually allotted for such addresses devoted to discussions of more direct purpose. We believe, however, the paper box industry can profit through the adoption or adaptation of certain methods and ideas that have had successful application in other industries. In fact, it is possible to point out specific instances where such have been of definite benefit.

We have every belief in the ability of paper box makers to solve their own manufacturing problems, but we have maintained—and that consistently—that this or any other industry can learn much concerning selling and merchandising problems from the experience of others. To close this avenue of assistance, it seems to us, would be a mistake.

### Improved Distribution of Packages

The news that F. W. Woolworth & Company contemplates extending

the price limit on its merchandise to include 20-cent items in all of its 1900 stores—following the successful introduction of this innovation in more than fifty of its stores—should be of particular interest to package users, as well as to suppliers, as indicating increased distribution of packages. It is stated that in the above experiment sales of 20-cent items, during the trial period, averaged 20 per cent of total volume and accounted for 30 to 70 per cent on specific lines of merchandise.

In the January issue we published, in an article "What of the 10-Cent Size Package?" a statement by H. T. Parsons, president of the Woolworth stores, as follows: "Placing a product in the five- and ten-cent chain store is the tangible way of getting the consumers' attention. The value of this form of advertising is clearly evident from the very beginning. Regardless of the opinion held by many manufacturers, experience with various lines has shown us and the manufacturers as well, of course, that the ten-cent size package has increased sales for the regular size package instead of injuring its prestige. This medium of merchandising is no different than that of the solicitor who travels from one door step to another. And yet, there is a distinct difference. Implicit faith in the walking solicitor and the merits of his product is not general nor even in the majority. But backed by the reputation of Woolworth, products assume their true value.

"There is no question that there is a demand for the ten-cent size package both as an introductory offer and to comply with modern living conditions. Of course, the latter applies to the cities rather than the country areas. As long as we have congested living quarters where space is at a premium, the small size package, more economical in the long run for such residents, will always be a factor in retail merchandising."

While specifically applying to five- and ten-cent packages, these remarks, in so far as the plan of distribution is concerned, are no less applicable to the higher priced items—"a tangible way of getting the consumers' attention" is afforded in this type of chain

store. The newly added items do not, however, represent larger sizes of those priced at five and ten cents but include a variety of merchandise heretofore not offered through such channels of distribution. Then the fact that these higher priced items are available at established stores, which are associated in the minds of the public with unquestioned value at low prices, augers well for their acceptance, whether such goods are in small packages or large ones.

It is not difficult to believe that the extended distribution afforded by the adoption of the Woolworth plan will be the means of promoting considerable ingeniousness in the design and production of the packages which will contain the new lines of merchandise.

### Circulation—via the Package

Usually, when anyone mentions circulation to us we think of the term as applied to our

own business—that of publishing a magazine—and we contemplate our reader circulation, or what we like to think of as such. And that is a comparatively modest figure, albeit a substantial one when the effectiveness of each unit therein included is considered. Its quality is unassailable even though the quantity may fall considerably below those figures which are glibly quoted by magazines of large national circulation.

We must admit, therefore, that rapid mental arithmetic was required when our attention was called recently to a statement "50,000,000 advertising circulation—free. A coverage far greater than any publication can give is yours for the asking, and your package will get it for you." But we calmed down somewhat when we read further, "There are easily 50,000,000 shoppers who regularly visit retail stores in the United States. Certainly here is an advertising circulation worth reaching. For these are the same people that read newspapers, magazines and car cards. They are equally impressed by the right kind of package—the kind that claims their attention, that bespeaks quality, that piques their interest. Any package provides a certain amount of advertising value. That is admitted. The important thing, however, is to make sure that it is a *good* advertisement, seen by the maximum number of people, and creating as favorable an impression as possible."

Sound logic, every word of this. The moral—or perhaps you have guessed it already—is that new packages or redesigned old ones; or, at any rate, *effective* packages are essential if maximum circulation is to be attracted. The message is delivered by the Anchor Cap & Closure Corporation and credit should be given for a constructive as well as an original idea on package "circulation."

*R. A. Gherman.*

# IDEAS

By Martin Ullman

"X" LIKE IN exit . . . marks the spot . . . the spot where the elephant was held captive for many years, tied to a post by a thin strand of rope. . . Elephants, it is said, never forget, and this one imagined he was still kept captive by heavy chains. . . He could have released himself by making a slight move of his foot, yet this great pachyderm stood there in terror . . . and let out awful blasts. . . Manufacturers today are tied down by imaginary limitations. . . Maybe they're shackled by the same thing that made Emerson say that consistency is the hobgoblin of little minds. . . Never before was opportunity so easily within the reach of business as it presents itself today . . . if only business men would venture a bit and take a chance.

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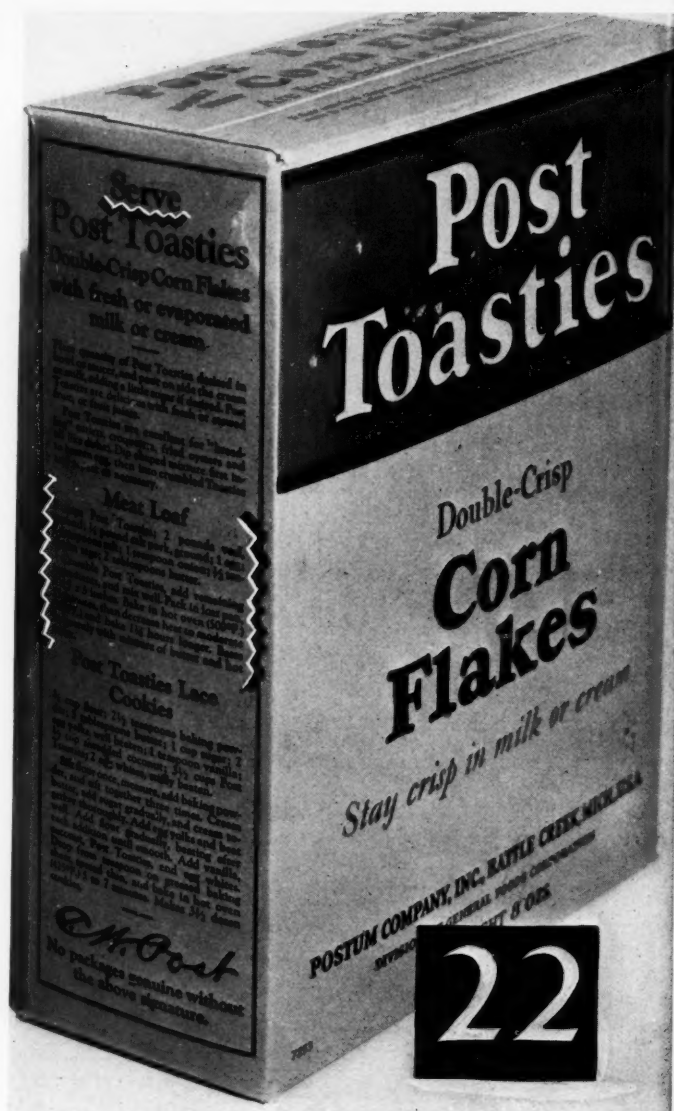
It is painful to note the facility with which the average man rails at innovation . . . gibes at new thoughts. . . So is the ease with which he says "impossible," "impracticable," "cannot be done." There are ghosts that haunt most businesses. They counsel "It has always been so," "never change," etc. . . worshipping instead of working. . . Many popular beliefs are just that many years behind the time . . . for instance 87 years ago Boston repealed the law forbidding bathtubs . . . about 400 years ago sugar was regarded as sinful . . . and less than 25 years ago any vaudeville house could empty its theatre in 3 minutes by flashing a movie on the screen. . . Everything changes.

\*\*\*

I have been told by many confectioners that the public will readily accept a box of candy if the package has an "extension edge" . . . and green as a color does not go with a candy proposition . . . and a sort of trade prejudice is that round candy boxes will not sell. . . How wrong they are is written in red ink in their ledgers. . . The total annual loss in the candy industry could well support a half dozen Will Hays-Landis-Czars to rule out the old order of packaging and introduce new ideas. . . Every cosmetic manufacturer insists his package must look frenchy and feminine and refined . . . but why must all such packages always use pastel shades and "thin" lettering . . . and have the same wish-washy appearance? . . . The traditional soap flake carton goes into the kitchen . . . and like the first newspaper advertisements of plain business card announcement . . . are bare except for bold product names . . . repeated on all sides. . . Given identically the same quality and quantity of soap flakes, a little thing like EYE APPEAL . . . call it art if you will . . . can widen the thin margin of profit . . . and lift a low price product clear out of price competition. . . There are 25 million families always buying drugs . . . and 4 out of 5 bottles, tubes and cartons are crammed full of type matter which nobody reads. . .

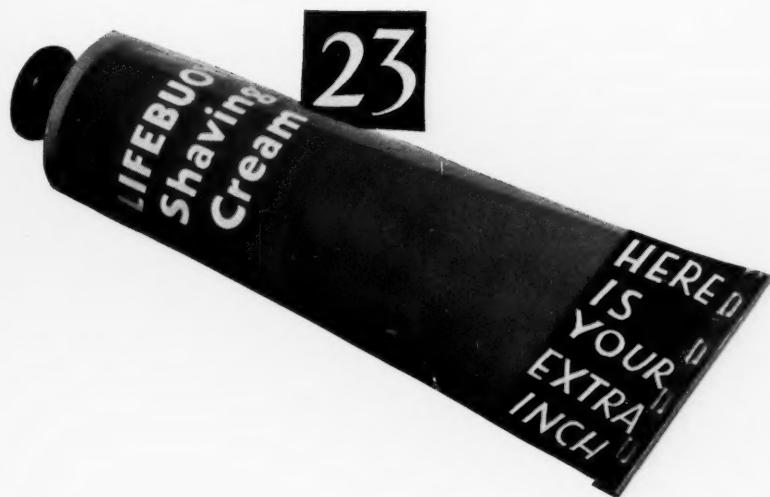
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What is now demanded of us is that we open our minds wider . . . and hold to tradition and custom with a relaxed grasp. We know that the aggressiveness in mixing ideas and brains with selling effort will make money in hard times. . . I do not necessarily mean that one should spend more money in packaging . . . but I do believe that one should sell better and put extra effort and more ideas into merchandising. . . These ideas can take the form of a new package, a new design of some kind, a new merchandising offer, a new selling appeal. . . It is a buyers' market but human nature is the same, and by throwing glamour around your product you can make



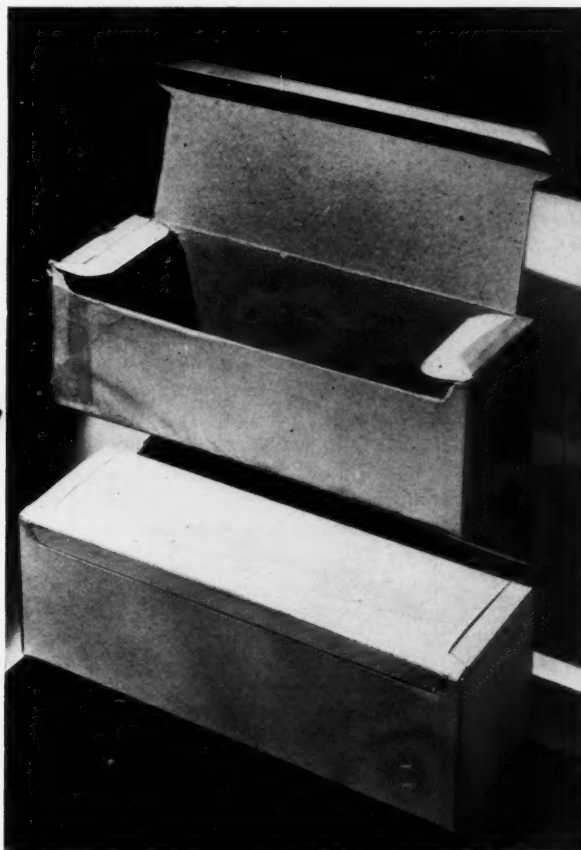
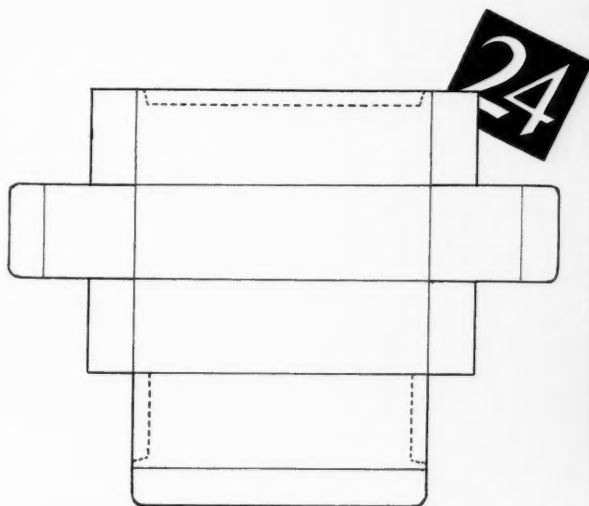
#22 BRACKETS STRESS INTEREST . . . by means of brackets, or an arrow or a circle around a portion of the type matter. . . It directs attention to a given selling point. . . Too often we take certain things for granted and in cases where there is a lot of type matter it is typical to skip over it . . . quite often new uses of the product are missed . . . mostly because too much reading matter appears on a package. . . My idea shows how a simple device like a bracket, etc., can be drawn around a certain paragraph giving emphasis to it. . . Take in the matter of recipes which are so frequently printed on cartons. . . At no expense, a manufacturer can call attention to a seasonal recipe and by changing the one selected to jibe with the time of year . . . all he has to do is raise or lower the bracket indications . . . he can help increase consumption of his product at the right time of the year. . . (Submitted by MARTIN ULLMAN, New York)

it seem desirable and make people want it. . . The tendency of many manufacturers in setting out to package a new product is to follow the leader, rather than to be leaders . . . to fashion their practice after the manner of the practices of others who have gone before. . . This is not the spirit or performance of leadership. . . Leadership demands boldness . . . departure from the conventional. . . It means striking out on new lines . . . being first. . . In my opinion, the American business man of today is a pathetically frightened figure, afraid of his own shadow, hiding behind the bulwarks of tradition, for fear of exposing himself to the germ of innovation. . . "He that would catch fish, must venture his bait" (Poor Richard). \*\*\*\*\* ©1932 by Martin Ullman



**#23** VISUALIZING EXTRA VALUE...where a manufacturer is giving a tube larger than his competitor, for the same price...my idea is to draw a graphic picture of it so that the buyer can see the extra amount he gets for his money...The same idea can be duplicated on the carton, on a label, etc... Since the inch square at the bottom prints in one of the colors used on the tube, there is no expense involved in carrying out this idea... (Submitted by MARTIN ULLMAN, New York)

**#24** DALLER CARTON...can be packed and sealed tight lined by the lining equipment now in use; can be opened, a portion of the content removed and the carton reclosed...when sealed is strong, dust and sift proof, can be easily and quickly opened by slight pressure along the scored line on the carton face...carton retains these protective features by means of its reclosing device, the tuck-in flap. This reclosing device prevents dust and dirt reaching the content, prevents spilling... Patent pending... (Submitted by A. O. DALLER, Riegel Paper Corporation, New York)



# Package Patenting Made Easier

By Waldon Fawcett

An important decision which established the protection of a package design serves as an example of what may be attained by manufacturers who seek security in the use of original and distinctive packages. Through its appeal to a "higher court," Hormel & Company obtained recognition and protection of its distinctive package, thereby setting a precedent that augers well for packaging interests.

THE OUTSTANDING problem of modern packaging is two-edged. It is, for the marketer who sells "on looks," not alone a question of designing and producing a unique, rememberable package. Cutting just as sharply into the creative responsibility is the need to find means to keep the "exclusive" package actually exclusive. To preserve, unclouded by imitation or reduction to the commonplace, that "recognizable individuality" which is, at once, the incentive and the objective of all that is dramatic in packaging.

Given this need to isolate a package if it is ever to distinguish a particular good-will structure in business, and we have an explanation of the loud hurrahs that greet, or should greet, every new defense for package "personality." It is not that there is abroad in the land today any deeper disposition than there was yesterday to, cold-bloodedly and with-malice-aforethought, appropriate original ideas in packages. But merely that the tremendous increase in packaging and the proportionate increase in the number of packers multiplies even the chances of unconscious and unintentional duplications of package shapes, forms and ornamentations if there is not ample notice of legally established possession. The packer who contributes anything to the cause of clarifying property rights in packages earns a debt of gratitude from all his neighbors who seek to avoid package confusion.

Jay C. Hormel, of Austin, Minn., is the latest benefactor of the cause of orderly packaging. Having blazed a trail in food packaging by development of his

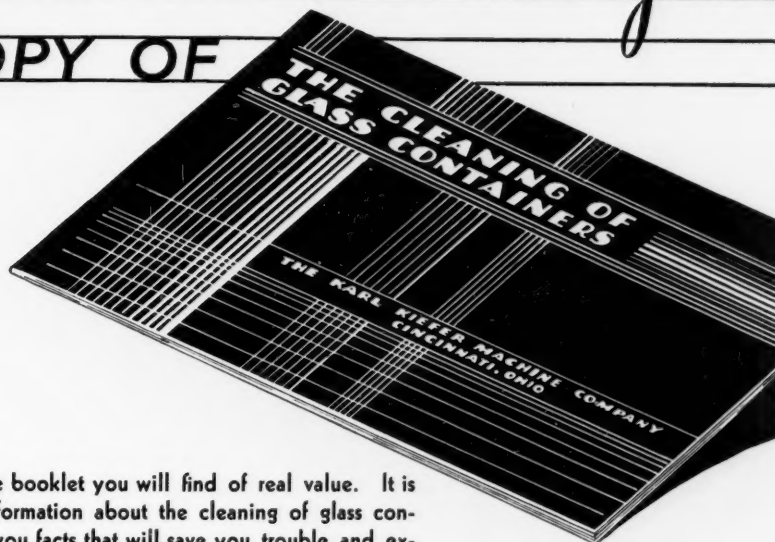
own characteristic school of packaging, Mr. Hormel has won vindication in the highest quarter for the principle that reasonable departures from the conventional in container design or package design makes for patentability. When the Hormel "packing and display container" was submitted at the U. S. Patent Office some time since, it was denied admission on the ground that it did not have "sufficient ornamental distinctiveness" to set it apart, as the law requires, from other containers patented at earlier dates. That is just the sort of rejection which has been drawn, over a period of years, by hundreds of package candidates that were partially, rather than wholly, new in conception. The joke on Uncle Sam was that, this time, the dismissed applicant refused to accept his rejection and decided to stage a test case by carrying his plea to the authority higher up.

Such an appeal, in a package design case, is rare enough to enlist attention. But what, in the present instance, has provoked especial interest is the circumstance that Mr. Hormel was enabled to take his grievance against package discrimination to a new and more powerful higher-up—viz., the new United States Court of Patent Appeals. This body, instituted by Congress not so long ago, specifically to review the findings of the U. S. Patent Office, might be designated "the Supreme Court of Packages." Not only does the Appeals bench say the last word in specific package classics, such as this current Hormel episode, but, more to the point for packers in general, it is engaged in formulating, in effect, a set of rules for package patenting. The precedents which the Court establishes by its pace-setting decisions, in substance, prescribe the future administrative policies and practices of the Patent Office in handling all similar applications for package franchises that may come after.

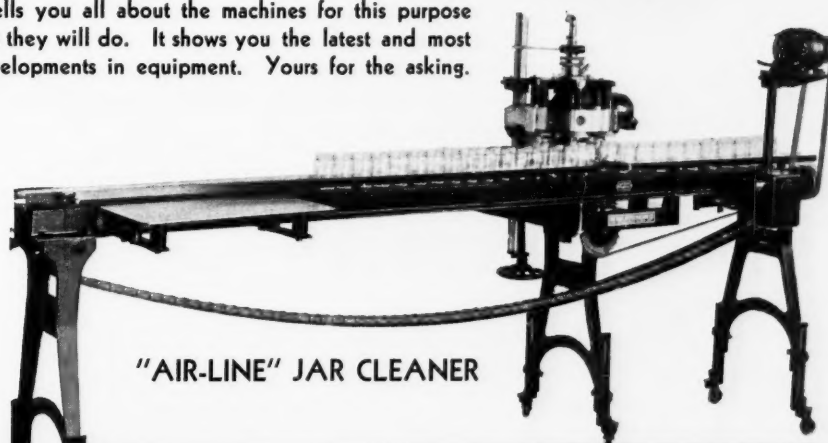
**Best of all**, for the sake of packaging destiny, the current action of the Federal overlord in overruling the package censors spells liberality. The net result is to win more adequate recognition for those distinguishing differences which, in the eyes of the public, set one package apart from others; but which, in the quibbling of the technical experts, have not been conceded to constitute "invention." It is, indeed, a wel-



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**H**ERE'S a little booklet you will find of real value. It is full of helpful information about the cleaning of glass containers. It gives you facts that will save you trouble and expense. It tells you all about the machines for this purpose and just what they will do. It shows you the latest and most advanced developments in equipment. Yours for the asking.



**"AIR-LINE" JAR CLEANER**

The "Air-Line" Jar Cleaner is something entirely new. The modern method for the modern plant. Cleans jars by compressed air. Saves labor, time and space. Handles up to 100 jars a minute. Equipped complete with automatic exhaust dust collector.

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**CINCINNATI, OHIO**



come and timely intervention in behalf of package novelty and freshness, seeing as how suspicion is deepening among well-informed packers that Congress is in no hurry to set up the proposed institution of design copyright and that, lacking the widened shelter, individualistic packages will have to be content, for some time to come, with such protection as they may obtain under the Patent Law.

Since it not only ushers in a new era of liberality in package design appraisal but exemplifies just what is protectable under the revised code, the Hormel accomplishment is worthy of close examination. As many of our readers know, George A. Hormel & Company have been engaged, for a number of years, in the meat packing business at Austin, Minn., doing a voluminous business in the packing of various canned or packaged meat products. Some time since, the company undertook the marketing of a new product, namely, canned poultry, the chicken carcass to be canned whole or in halves.

As an important part of its planning for the new line, the Hormel executives gave considerable attention to the problem of the species of can or container in which the new product was to be packed. Various sorts of containers, entirely suitable from a mechanical standpoint, were available. However, the quest was for something of impressive appearance which would constitute a distinctly attractive and ornamental package. A number of package designs were considered, but in the end Mr. Hormel hit upon the suggestion that was finally adopted. The package novelty was adopted in spite of the fact that, in size and shape, the unit was not a standard container and had to be made specially. Incidentally, lengthy trials and experimentation were necessary in order to obtain a container of the pattern desired that was satisfactory from the mechanical standpoint. Special machinery had to be constructed not only to manufacture the container but to pack the product in the unusual container.

It cost the Hormel people a premium of more than \$40,000 over and above the expense of a standard container to obtain a package design that was, as to appearance, in a class by itself and could be featured in advertising displays as performing virtually a trade mark function for its contents. The plot was to have a new departure in meat specialties identified to the consuming public by the design of its out-of-the-ordinary container. Little wonder, then, that the package pioneer was keen to keep his pet receptacle to himself. Particularly, after the can manufacturers reported to him that they had received inquiries from other packers for cans of this design and questions as to whether the design was patented.

Package censors at the U. S. Patent Office are steeped in the tradition that slight modifications in package design should not win a patent. They seem to insist, most often, that package "invention" shall represent a wholly new conception, although all packers are well aware that it requires little less than a stroke of

genius to attain absolute novelty in a package today, after the intensive development which the art has undergone. When the Hormel package came up for examination at Washington, the first objection was that the slight difference in shape over certain earlier packages "does not add to its beauty." Faced by a record of sales running 8000 a day, the examiner admitted the new package was a success, but contended the success was due to the product rather than to the container.

Then the riddle of package eligibility went to the Board of Appeals at the Patent Office. This body demurred that the design offered by Hormel did not show "sufficient ornamental distinctiveness" to warrant issuance of a patent. While few packagers will sympathize with the Board in its stern strictures, it is well that we all keep in mind that under the law the sole basis for package patents is ornamentation. Beauty, if you please, not novelty in the sense that novelty means the strange, daring, bizarre, or even freakish. The purpose of the Design Law is not to encourage mere changes of shape in package forms but to encourage the art of decoration of packages.

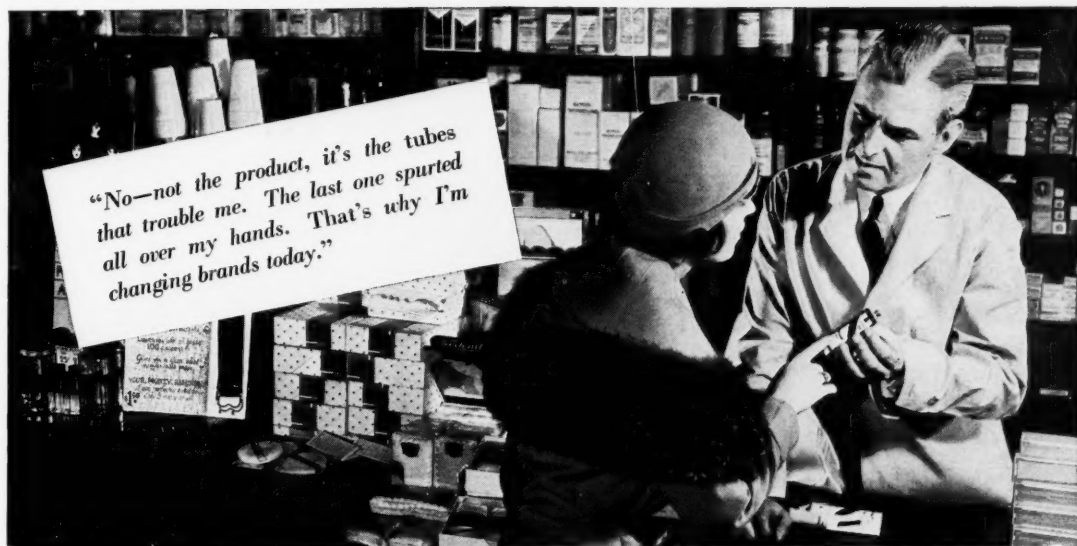
When the Hormel interests decided to challenge, before the all-powerful U. S. Court of Patent Appeals, the edict at the Patent Office the attorneys for the packager hit upon a clever line of argument or justification. A line that, by its acceptance at the hands of the Court, was to bring vindication to the reasonable variations and diversifications which are employed to distinguish one package from another. The Hormel package defenders based their claim to recognition on the fact that, whereas the law requires a package to be ornamental, if it is to enjoy package protection, the law does not prescribe the *degree* of artistic, ornamental or decorative quality that shall be present.

In addressing the Court of Appeals, the Hormel representatives reasoned that since the law does not stipulate or specify any particular *amount* of novelty or ornamental quality or inventiveness that must be present in a package form to render it patentable, then it follows that the question of whether a design possesses ornamental quality is a question of fact. A design is either ornamental or it is not ornamental, just as a design is either new or old. Pursuing that same logic, the spokesmen for Hormel pointed out how unjust it was to deprive their client of a design pedigree because his design was not more ornamental than all the designs which had preceded it. If that formula was to be employed in parceling out patents it would fall out that contemporary package designs would be barred from patent by prior designs, entirely different in character or form simply because the older designs might happen to be of superior ornamental value.

Making, the while, something of a sensation in the history of package protection, the Appeals Court was moved to reversal by the ingenious line of argument above sketched. Comparing the Hormel design with the earlier creations that were supposed to forestall it, the Court remarked that there was some slight sugges-

# GONE *for good:*

ONE CUSTOMER OUT OF SEVEN



## —BECAUSE OF BAD TUBES!

As many as 4 out of 5 consumers of products packed in tubes are annoyed, now and again, by pin holes, cracks and other troubles with tubes.

And when a product messes up a customer's hand, the chances are at least 1 to 7 that he'll change to another product on account of these tube flaws.

That is what the Bureau of Industrial Research found out by questioning subscribers of leading magazines. Practically every product packed in tubes, and distributed nationally through drug stores, was mentioned by those answering the questionnaire.

That, also, is what we mean when we say that bad tubes lose good customers! Here at Sun Tube we aim to insure against this risk by approving only tubes that are trouble-proof.

To find faulty tubes, to throw them out, to allow only perfect tubes to be shipped—that's what every

machine and device, every worker and inspector is centered upon in Sun's precision plant. Sun tubes simply *have* to be good to get out of this scientific plant!

And Sun's production record on this score certainly indicates success. Pure materials, precision machines, and science in inspection make Sun tubes trouble-proof! Whether you require 1,000 gross per year or 100,000, Sun can manufacture trouble-proof tubes for you at prices that stand comparison! Give us a call!

★ **SUN TUBES**

**"TROUBLE-PROOF"**

**SUN TUBE CORPORATION  
HILLSIDE, NEW JERSEY**

tiveness of similarity in shape but that, if the respective forms were considered in their entirety, the resemblance was not very striking. Remote resemblances, the Court made clear, do not justify a denial of a patent to the junior package.

Where the Court, in summing up, gave the greatest comfort to the packaging community, was in the remark that no question could be raised as to a container being "a proper subject for ornamental design." Proceeding to the consideration of the particular package that was before it, the Court said in conclusion: "We are of the opinion that the conception and execution of the design involved invention, and that there is about it sufficient of novelty and ornamentation to justify granting patent."

Since the administrators of the U. S. Patent Office, as a clearing house for package designs, are bound to take their cue from the admonitions of this special Appeals Court there is ample foundation for the assertion that the Hormel victory will make patenting easier for packagers in all lines who make reasonable show of dexterity in fashioning packages. The leniency thus signaled for the future will be especially welcome to that large body of packagers who desire to strike individualistic notes in their packaging but who are, perhaps, precluded, by the nature of their products from attempting anything in the nature of an ornate "art package."

Here—in the Hormel container—we have a package that is a complete departure from the conventional run of cylindrical, rectangular, elliptical and oval packages that have usually been employed in packaging food-stuffs. It has a distinctly unique character among articles of its kind and that suffices. Because, the attitude of the Appeals Court, in saying the last word in this case, indicates clearly that henceforth the gatekeepers at the Patent Office must, when confronted by a package candidate, judge the ornamental character of the design with due regard for the nature of the article in the package and the field of use of that product. In other words it is as though a broad hint had gone out from headquarters at Washington that a package for a staple food product is not necessarily to be measured by the same standards of ornamentation as might apply in the case of a package for perfumery or jewelry.

It always helps to win a patent for a package design if it can be shown that the eye-catching, attention-arresting quality in the unusual design helps to make sales. This factor was operative in the Hormel adventure when it was shown that in the sales spurt after the adoption of the odd-shaped package the turnover mounted to 875,506 of the retail units. Skeptics at the Patent Office said that it might be that these sales were due more to extensive advertising than to the shape of the container in which the goods were sold. But the sheer showing of heavy sales did its part, as it has more than once in the past, to win recognition for a package as a revolutionary force in merchandising and as being, therefore, proper subject matter for a monopoly in trade.

## Washington News

One thousand drug store packages are being analyzed as a part of the National Drug Store Survey. Some preliminary conclusions based on this study were given in a recent discussion by two of the survey officials. The problems facing the manufacturer seeking to design a package, determine on which of his packages he should concentrate his sales promotion, or modernize his package were discussed. Copies of this discussion, "A Survey of 1000 Drug Store Packages," may be had by writing to the Marketing Service Division, Department of Commerce, Washington, D. C.

In considering the size of packages the specialist in charge of this phase of the survey found that the intensity of price cutting on different price lines has an important bearing on packages to be featured. Analysis of special sales made at cut prices in the stores surveyed in St. Louis indicates that the 50-cent price is cut more deeply in proportion than the 25-cent, 75-cent or dollar prices. The low price for the 25-cent size was found to be 19 cents, while the 50-cent size was frequently cut to 29 cents. The need for carefully considering this tendency in determining size of contents was stressed.

From the entire analysis of size determination it was said to be apparent that external dimensions of the package are most significant, list price of secondary importance while the size of contents has the least weight of all.



**Cuban Sanitary Circular No. 553**, issued by the department of health and published in the *Gaceta Oficial* March 23, 1932, to become effective forty days after that date, establishes new regulations to govern the registration and labeling of coloring extracts with added artificial ingredients, of both foreign and domestic origin, when placed on sale for consumption in Cuba. The circular states that such action was taken by the Cuban health authorities because of instances of misbranding, and misleading statements on labels of such products in violation of existing regulations.

The new regulations provide that such extracts may be sold in Cuba only when their labels indicate in Spanish that they contain substances or colors foreign to their natural composition, and when such labels have been accepted and registered by the *Direccion de Sanidad*. Each label must contain the name of the product, the name of the place where it is manufactured, the common name of each ingredient, and in large legible lettering the name and proportion of any additional color or coloring substances. No word or phrase or other indication which would suggest identity with pure extracts is permitted to appear on the labels.

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Now you can keep an admiring eye on transparent wrapping without turning a cold shoulder to profit. The way is open

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Riegelite is made for all food products. It is moisture-proof, grease-proof, self-sealing and highly transparent. In the first ten weeks after its introduction, the baking trade alone wrapped over fifty million units in Riegelite.

Riegeline is for tight-wrapped packages, bags, envelopes and where the wrapping cost is important. It is transparent, grease-proof, clean, and economical.

**RIEGEL PAPER CORPORATION**

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WORKING SAMPLES OR OUR NEW PORTFOLIO OF PACKAGING PAPERS SENT ON REQUEST



## General Electric Lamps in New Dress

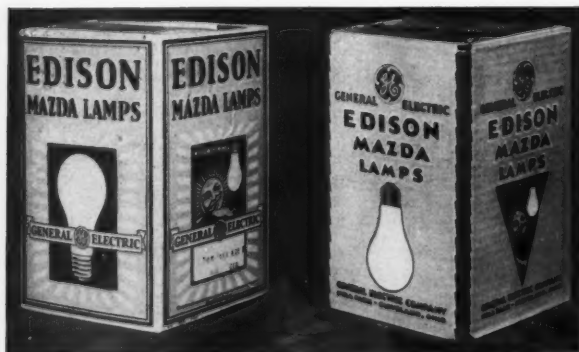
New lamp cartons which combine greater display value with better lamp holding qualities recently have been introduced by the General Electric Company for its Edison Mazda and G. E. Mazda lamps.

Greater attention value as a display unit has been combined with improved utility as a lamp container. The company's biggest problem formerly was to get its lamps displayed. By making the package an attractive display unit and then constantly urging its retail



agents to devote part of their window all of the time and all of the window part of the time to displays of these products, the General Electric company finds that lamp displays are a main feature of its agents' merchandising plans.

The new cartons, shown at the right of the accompanying illustrations, represent an effort, following con-



siderable merchandising research, to make the cartons even more attractive display units. While retaining the familiar distinguishing characteristics of their predecessors, the new cartons incorporate a refreshing newness of design. The color combinations remain practically the same as formerly but the new cartons are more vivid and attractive in color.

Improvement in lamp holding qualities has been achieved through the use of corrugated paper which grips the lamp wrappers more closely and holds them more securely inside the cartons than the chipboard formerly employed.

## New Packaged Food Product

The latest product from P. Duff & Sons, Inc., Pittsburgh, Pa., is shown below. Duff's Bran Muffin Mix is a companion piece to this company's Ginger Bread Mix which made its appearance a few months ago. Both in technique and design, this latest package

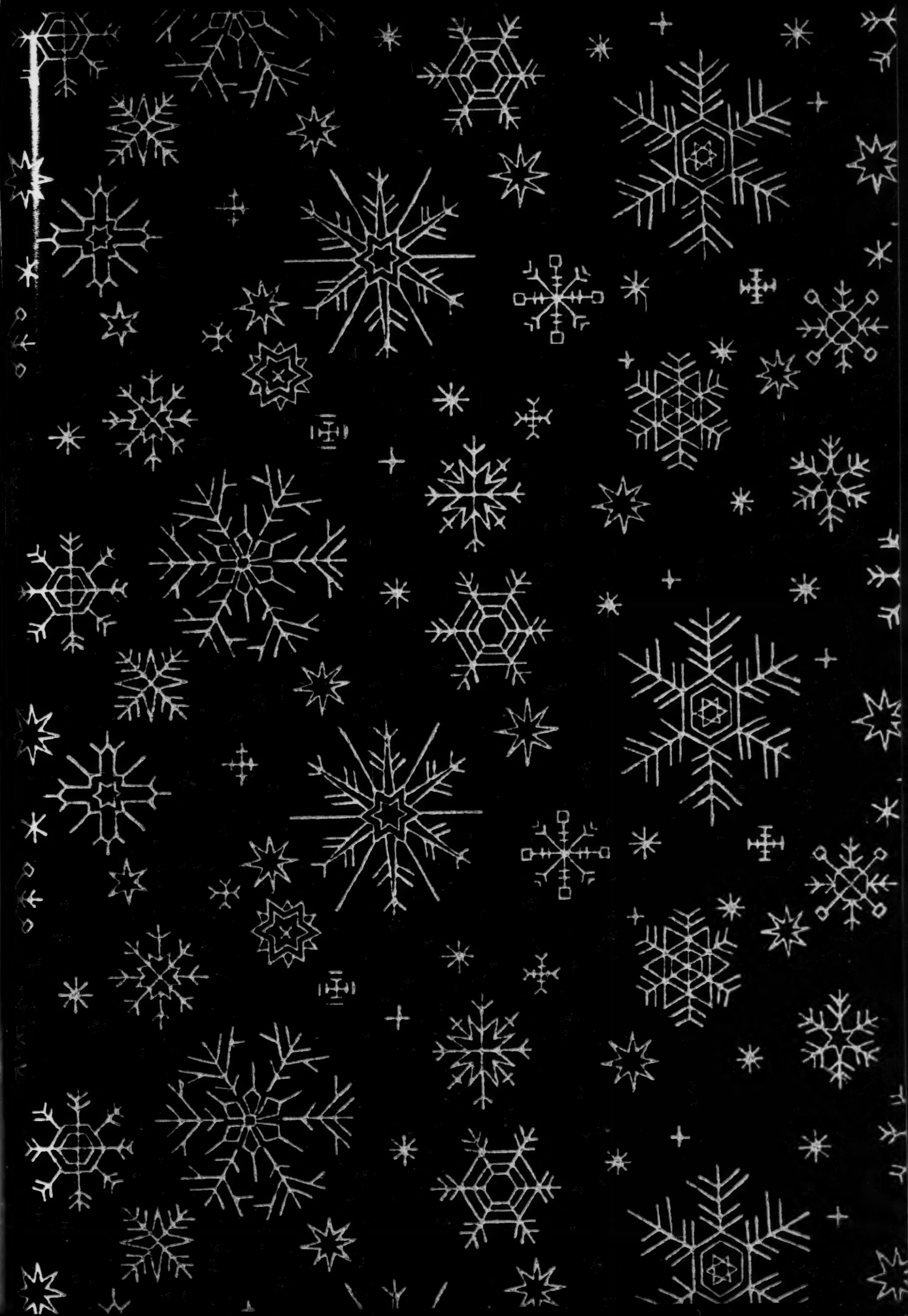


faithfully follows its older kin. Though the background employs a panel instead of a border motif, the family resemblance has been retained to a remarkable degree. Though both color and typography are not the same, the difference is so slight, the almost indefinable change does not register. The container is a product of the Continental Can Company, the labels the work of the Latham Lithographing and Printing Co.



*Francis D. Gonda, who has been directing sales for the Einson-Freeman Company, Inc., in Chicago, has returned to the headquarters office of the company at Long Island City to take charge of creative and sales development activities*





# ASSOCIATING

the demands of fashion in design and color

WITH the high popularity of Dejonge glazed papers  
for Christmas boxes

LOUIS DEJONGE & CO. presents

charming new patterns printed on glazed papers  
for Christmas boxes.

AS A proof of the finer craftsmanship of Dejonge  
papers, these new prints are both waterproof  
and non-scuffing, a real achievement in prints  
on glazed paper.

SEE these patterns on their various grounds, and ask  
for the complete message on waterproof, non-  
scuffing Christmas prints, which includes a new  
and smarter holly pattern and a bright poinsettia  
and berry pattern.

THERE are other features of this Christmas presentation  
of vital interest to all concerned with Christmas  
boxes, so before you buy ANY Christmas  
papers, consult

**LOUIS DEJONGE & CO.**

NEW YORK ■ PHILADELPHIA ■ CHICAGO







---

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---

of business from the packaging industries? If not,

## TALK UP YOUR PRODUCT IN MODERN PACKAGING

This publication has built up an enviable reputation as a business producer.

Its pulling-power is due to many things—the chief of which is the interesting, informative manner in which it covers all phases of packaging.

Another reason for its effectiveness is that it is the only publication which reaches the influential executives of all worthwhile manufacturing concerns in which packaging is a factor, regardless of industry.

Put your selling problem up to us. We are always glad to answer questions about the packaging industries market, and to help you in every way possible.

---

## MODERN PACKAGING

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Published by **BRESKIN & CHARLTON PUBLISHING CORPORATION**

11 Park Place, New York, N. Y.

MAY, 1932

55

## Tomato Juice Containers Share Popularity

(Continued from page 29) expertly and carefully supervised to assure unassailable quality.

In the illustration on page 29 are shown five of the packages now being used by this company for tomato products. The 14-oz. Alice Tomato Catsup bottle shows a marked departure from that which was used formerly. In place of the narrow neck of the old container, the new bottle<sup>1</sup> is provided with a wide mouth, assuring greater convenience, and more pleasing lines. An easily removable cap<sup>2</sup> which provides for perfect re-seal has taken the place of the screw cap formerly used. The label<sup>3</sup> has been simplified and modernized. The silver paper band around the upper neck of the bottle not only offers balance with the label below but also advises the customer of "another Vinco product," indicating that this is one of a group of products.

Similar ideas have been carried out in the design of the 16-oz. bottle of Alice Tomato Juice and the 16-oz. and 26-oz. bottles<sup>1</sup> of Alice Tomato Juice Cocktail. The wide mouth bottles have a "crackeled" appearance and in shape are similar to those already accepted as designating this type of product. The closure<sup>2</sup> is of the "pry-off, press-on" type, as used on the catsup bottle. The label<sup>3</sup> is likewise modern in design, portraying in gay colors the prepared beverage ready for serving.

The pint and 6-oz. bottles of Alice Tomato Juice are narrow-neck bottles with crown closures.<sup>4</sup> The former, like the cocktail bottles, presents a "crackeled" surface while the latter is plain and of the "split" type. The labels<sup>3</sup> on each are similar although, of course, of different size.

The group illustrated offers an interesting example of an endeavor to modernize packages both as to style and convenience, and at the same time to retain certain features that characterized former packages of the company's products.

<sup>1</sup> Owens-Illinois Glass Company

<sup>2</sup> White Cap Company

<sup>3</sup> Muirson Label Company

<sup>4</sup> Crown Cork & Seal Company

## Paris Package Designing Trends

(Continued from page 36) which presents a most impressive gold-bronze exterior, quite fine enough to house a quality article, costs two and one-sixth cents, complete.

As the director of this company put it, one of the reasons why French carton producers can deliver surprisingly complex and elaborate packages at comparatively low prices is because of the generations of skill behind the hand work.

Paris has hundreds, probably thousands, of professional box makers or finishers who work in their own homes. Women who have been trained in their work by their mothers and who are now training their

daughters in the same craft. All this work is done on a piece-work basis, so that the payroll may be kept as elastic as production demand requires.

Each accredited worker, when given a job to take home, is handed a model of the box she is to copy, along with the various parts to be used, from the cut, scored and die-punched cardboard to the strips, triangles, squares and circles of varied colored papers to be used. After that, it is up to the nimble, expert French fingers to complete the task.

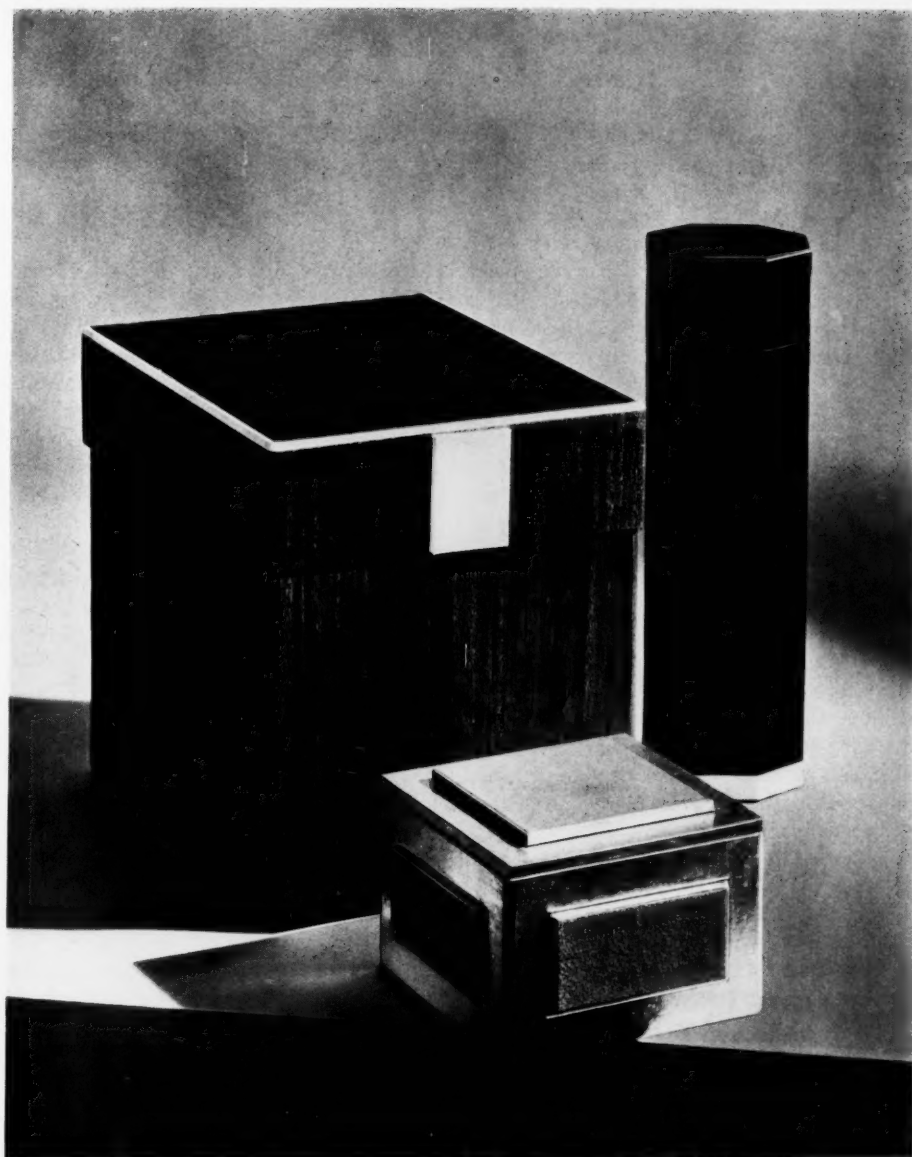
Recently a customer of Cartonnages Français demanded a perfume box made of plaster and covered with velour. It had to be dome shaped to give an oriental touch to the package. It was done as ordered. So once more the passion for individualism and the instinct for detailed artistry as expressed in France was brought into a happy union.

Miss F. T. Helmer, for the past six years manager of the New York office of Westfield River Paper Co., Inc., Russell, Mass., is now associated with the sales department of Sylvania Industrial Corp., 122 East 42nd St., New York City, manufacturers of greaseproof, moistureproof and embossed transparent cellulose known as "Sylphrap."

Miss Helmer has had a most remarkable experience in the manufacture of paper, covering news, wrapping, envelope, book, boxboard, folding cartons, and glassine, from timbering operations to the finished product, also printing on the various grades. She was associated with the late Frank L. Moore for some 15 years as treasurer of Newton Falls Paper Co., Watertown, N. Y.



*The lines of this container from Owens-Illinois Glass Co. indicate a radical departure in package dress for products of this type. The label also comes in for praiseworthy mention. It is the first example of modern labeling applied to household products*



HERE are three VOSS boxes of dynamic simplicity—modern and up to date in every detail. Like all VOSS boxes, they are flawless in artistry and construction.

The large box, which is a container for stationery, closely resembles a wooden box—being covered with a rich, mahogany-colored veneer paper. The cover is hinged and has an ivory lift.

In the foreground is shown a face powder box covered with half-fine silver and Nile green velour. The tall box is of black and silver.

Let VOSS create a distinctive box for your product.



**KARL VOSS CORPORATION**  
HOBOKEN NEW JERSEY

## Here and There - - -

HERE'S a natural for manufacturers of Coco-malt or a similar type of beverage: Contents packed in a plastic container, shaped like a glass, with cover to serve the double purpose of a cap, sealed in place with some of that Scotch cellulose tape! If the aspiring manufacturers aren't all expiring, or retiring, there's an idea which has the 100% re-use appeal.

• • • • •

MANUFACTURERS of goods sold in bulk to the ultimate consumer are the ones who face a real problem in acquiring the elusive "good will." Have you seen the "containers" rolling along the roads in the form of tank-trucks, with the sign—"Blow your horn—the road is yours"—greeting the overtaking motorist? We credit "Socony" with not only the idea, but the type of drivers who actually carry out the slogan.

• • • • •

SAID the family's 1940 debutante—"Wouldn't it be funny, if Daddy's golf tees and Mother's Pekoe tea came in the same box—there'd be something in it for *both* of them!" Not so funny as it appears to Junior . . . and what's to prevent the idea from taking root in the mind of a merchandiser. There's *some* kind of a hook-up possible between Tea-balls, Golf Tees, and Tea Caddie . . . . *Fore!*

• • • • •

CLOCK MANUFACTURERS are now displaying their wares in attractive boxes of modern design. It might very well be taken as an indication that the contents are as true to time as the containers.

• • • • •

ONE of the marvelous absurdities of industrial dignity is the mind of the merchandiser which fails to click with ideas of definite value. With our mind focused on the *Ideas* pages, we're thinking of the

"perforated strip" on Kleenex cartons, and its example as an obvious illustration of applied ingenuity. Relatively, the important point is that improvements are obtainable . . . The mind which conceives any of the modernized packages can be called in to develop any type. It's merely a matter of application.

• • • • •

C. F. KETTERING, vice-president of General Motors, in charge of research, told a gathering of sales managers he would sooner lend money to a man whose business was budgeted on new ideas, than to one budgeted on past performances . . . he advocates a department for the procurement of ideas. Now that our theories are so ably seconded, perhaps some of the nation's manufacturers will anchor on our doorstep, and keep the wolf a little farther away.

• • • • •

DR. DONALD LAIRD of Colgate University proclaims the coming of odor as an additional sales appeal . . . . a *scentiment* which cheese manufacturers might call "old stuff."

• • • • •

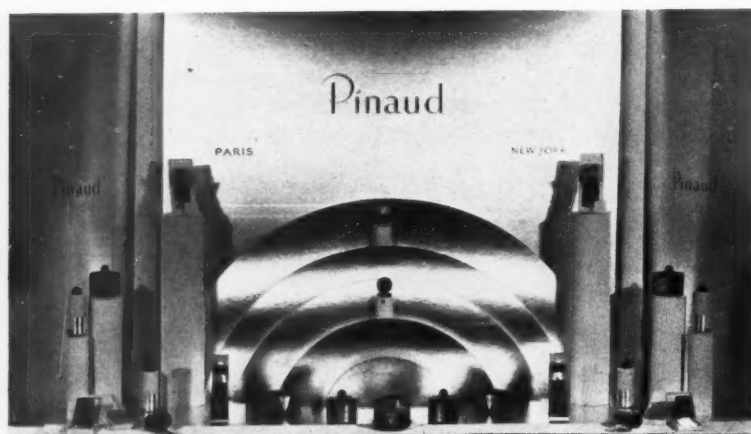
EVERY STEP in industry is but the forerunner of another. With Sealcone coming as the brain-child of a carton manufacturer, we're looking for the step-father which will announce a satisfactory way of capping the contents when it is left in the refrigerator.

• • • • •

THIS MONTH'S nomination for early containers with character—"Old Dutch Cleanser!"

• • • • •

WE SALUTE Chamberlain Laboratories of Des Moines, and de Vaulchier, their designer, for the plastic closure with a *dome* shape. It marks the stage, in this infant industry, of improvement in design . . . will makers of other types of packages take note?



An aristocratic window display of unusual beauty, designed so that it can be easily set up. A revolving drum of light placed under the "rain-bow construction" projects beams of undulating shades of green that further enhance its beauty. The pillars holding actual Pinaud jars are of Billowpak. To assure the creation of smart windows, Pinaud is furnishing dealers with sheets of solid silver paper to cover the floors of the window. Created by the Einson-Freeman Company





## THESE TESTS—

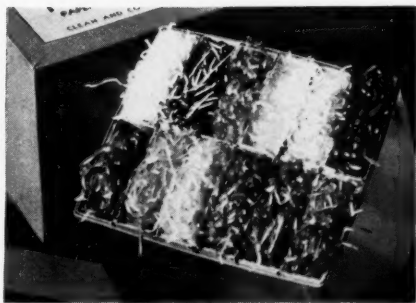
**PROVED THAT MYRACOL SHREDDED PAPER PACKING IS MORE RESILIENT AND GIVES GREATER PROTECTION TO LIGHT-WEIGHT ARTICLES**

Recently, an independent Package Research Laboratory tested Myracol Shredded Paper for resiliency.

Basing results on facts alone—Shredded Paper proved 25 to 30% more resilient for packing light weight articles.

Breakage and damage can now be reduced. Moreover, Myracol Shredded Paper does not scratch—does not dry out or deteriorate.

COUNTLESS BRILLIANT COLORS  
TO CHOOSE FROM



With this better packing material, you get a new display value for your product—new sales appeal.

Made in fresh and sparkling colors—a shade and grade for every purpose. Write today for sample kit—showing a wide range of types and colors.

PACKING MATERIALS DIVISION OF

# PIONEER PAPER STOCK COMPANY

448 WEST OHIO STREET, CHICAGO, ILLINOIS



## Packages Plug Bank Property

**Packages**, instead of "For Rent" signs, are plugging vacant store property for the Liberty Bank of Buffalo, located on the highest assessed, most heavily taxed and busiest corner in the center of downtown Buffalo.

For years the street-level corner floor of this building, as well as part of the basement and second floor, was occupied by the Buffalo branch of a national chain of high-grade men's clothing shops. Depression hit this company hard and they closed several shops, including the Buffalo branch. Their removal left eight large display windows bare and dark. For a time the bank kept the windows illuminated at night, but the windows were still bare. Harold E. Choate, assistant vice-

*Three of the eight windows displaying the large and varied production of products by Buffalo manufacturers that require packages of every description*



president in charge of publicity, then conceived the idea of inviting the bank's Buffalo industrial accounts to avail themselves, free of rental and illumination cost, of the display advantages afforded by the eight windows.

Mr. Choate dedicated his proposition to the following five major principles: To manifest good will, render a real service, and create a most novel, effective and strategically located advertising medium for these industrial accounts; to eliminate "For Rent" signs which hurt the appearance of the building; to further the bank's power and prestige by advertising it as a competent handler of industrial accounts through this showing of the accounts the bank handles; to create a magnetic, interesting and informative display that by its power of attracting attention would prove the value of the corner; to establish by an inspiring display the fact that Buffalo industry is flourishing in these dull, depressed days of doldrums.

Letters were sent to the bank's local industrial accounts announcing its sponsorship of a Buffalo Industrial Exhibit and inviting these accounts to participate, with but one condition: the Windo-Craft Display Service, a Buffalo firm, was to trim each window and be paid for its services by the industries. This condition was stipulated so that there would be uniformity and dignity throughout the displays. The Exhibit started with the eight windows advertising the products manufactured by eight of the bank's local industrial accounts. *Seven of these eight windows showed packaging in one form or another!*

The leading Main Street corner window featured a display of set-up paper boxes as manufactured for eight different lines by the Thoma Paper Box Co., Inc. 650-654 Clinton Street. A placard in this window gave the following history of the firm: "Established March, 1920. More than 60,000 square feet exclusively devoted to the manufacture of set-up paper boxes. Daily capacity in excess of 40,000 complete boxes." The set-up paper boxes shown by the company are manufactured for five of Buffalo's largest department stores, four of the largest candy manufacturers, the Remington-Rand Company, the Sterling Hosiery Company, the U. S. Hame Company (tool makers), the Polly Manufacturing Company (makers of Polly Easy Cloth for cleaning various metals and furniture), the Standard Mirror Company, and an exclusive linen and children's wear shop. Thus this window also indirectly, but effectually, advertised six retail stores and nine local industries, as well as the major display of the Thoma company. And all by packages!

Another window displayed five types of packages as used by the Hygrade Food Products Corporation: bottles of olives, preserves, etc.; jars of pickled pig's feet, mayonnaise, jellies and salad ingredients; pails of lard in various sizes; paper-wrapped hams and bacon and cardboard folding boxes of sliced bacon and pork sausages.

One whole window was filled with transparent cellulose wrapped bottles of Nuro (*Please turn to page 75*)



# ACCEPTANCE

**W**HEN a salesman talks to a buyer . . . how does your package stand up? Has it that eye-acceptance . . . that colorful, modern, attractive magnetism that is so necessary in meeting competition and sales demand today? Heekin Color Lithography on metal enables us to faithfully reproduce any conception of artist or advertising genius . . . no matter what style of container. Blending colors into a rhapsody of sales appeal that enables your product to stand out with dignity . . . yet distinctively . . . is a Heekin trait. May we modernize your package?



# HEEKIN CANS

THE HEEKIN CAN COMPANY. CINCINNATI, O.

## Redesigned Package For Highland Linen

Eaton's Highland Linen, universally used, almost a part of the tradition of personal correspondence in America, has been re-styled after more than thirty years, with a distinction that is entirely in keeping with the modern trend—both in package design, and in public taste.

To the stationery trade, and the public at large, the original Highland Linen package is as familiar as the face of a personal friend. The gold-bordered panel, the gold



*A simple display stand so constructed that the new dress for Eaton's Highland Linen shows to advantage*

and green lettering, the red and gold crest with the sprig of heather, and the gold and green insignia of the manufacturer, have come to be blended into a definite personality. At the same time, the new package impresses itself upon the mind of even the most critical observer as an outstanding achievement in modern styling, and successful modern interpretation of the Highland Linen personality.

The design as shown in the accompanying illustration is treated with distinguished restraint. The top of the cover is edged with gold. The name appears in the upper area, in gold lettering that is a most adroit adaptation of the familiar name-personality. It has been refined and re-proportioned without losing any of the characteristics of arrangement and style, which constitute the identity of the brand. The coat of arms, containing the lion of Scotland, and of Highland Linen, is preserved in a refined rendering—the lion in gold, upon a red field; the crown and the sprig of heather, conventionalized into almost abstract decoration, in gold.

The effect is one of simplicity, well calculated for maximum display value, and serving to individualize, and differentiate emphatically, this line from any other.

The new Highland Linen dress appears in papeteries, tablets, and pound papers. In the pound papers and papeteries, the box is wrapped in transparent cellulose.

The Eaton Paper Company maintain the identity of the line, in the face of an improvement in the package, by inserting inside each new box a blotter, which shows a reproduction of the original box, together with an expression by the manufacturer of the long-continued program of product improvement, in which a new box is one further step.

## New Product Incorporates Package Improvement

The new Dorothy Gray product, a liquid cleansing cream, illustrated below, is an example of constant improvement in the packaging of well-known products. This particular container in addition to its attractive



shape, varies in assembly from the greater number of products from this house. The closure, instead of metal, is made of a molded phenol resinoid, in the regular Dorothy Gray blue. The label is the same in design and type although slightly smaller, affording the product the opportunity of serving as a background as well as giving it clear visibility.

# After Packaging— WHAT?

The best package, the most effective new design can't function if it is not SEEN. Improve the package—but insure its DISPLAY.

In the window or on the counter—standing on the floor or hanging from the shelf—the more it is seen, the more it will SELL!

Einson-Freeman display originations insure your package both visibility—and SALES.

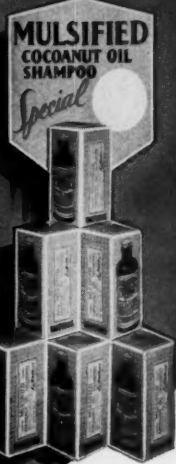
Self-Service Hanging  
& Counter Stand  
Pat. Pending



Storage Container  
Pat. No. 1,697,231



Double-tier Container  
Pat. No. 1,428,226



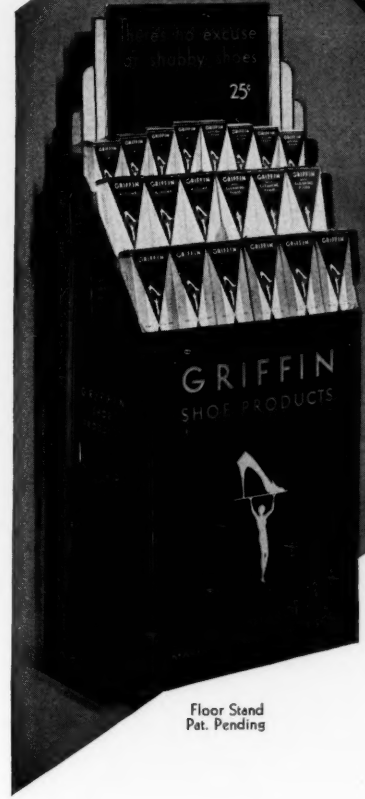
Triangle Pyramid  
Display  
Pat. No. 1,822,571



Three-Plane  
Pyramid  
Pat. No. 898,519



Front Pyramid  
Display  
Pat. No. 1,822,570



Floor Stand  
Pat. Pending



## EINSON-FREEMAN CO., INC. LITHOGRAPHERS

OFFICES AND MANUFACTURING PLANT  
STARR & BORDEN AVENUES, LONG ISLAND CITY, N.Y.  
NEW ENGLAND OFFICE - 302 PARK SQ. BLDG., BOSTON, MASS.  
WESTERN OFFICE - WRIGLEY BLDG., CHICAGO, ILL.

Inventors and Manufacturers of the  
EINSON-FREEMAN PATENTED DOUBLE-TIER CONTAINER  
Licensee for Canada: Somerville Paper Boxes, Ltd., London, Ontario, Canada

◆ ASK FOR BOOKLET "MERCHANDISING WITH DISPLAY CONTAINERS" ◆



## Are Package Smells Spoiling Your Sales?

(Continued from page 38) by aromatic experts who provide just the right synthetic which, when blended with the fish oil odor, changes the original smell entirely. Curiously enough, in this connection, as Dr. Eric C. Kunz, leading authority on the subject, has often pointed out, the worse a product smells originally the more susceptible it is to the magic of aromatics. For, in the perfumer's art as in that of the aromatic synthetist, it is the vilest of odors—indol or skatol among perfumers—that provide the best basis or fixative for olfactory pleasing odors.

One thing more should be noted in this march of progress before we point a path to improvement in the packaging business; briefly, what aromatics have accomplished in the paper industry. Let us take what is probably the worst smelling paper—the shiny, coated product used by high class magazines. Scarcely anyone does not know the sour, offensive odor with which these publications sometimes reek. They are beautiful examples of the printer's, binder's and engraver's arts—and yet they smell to heaven. Fastidious persons have barred them from their homes because of this, which, of course, comes from the casein used to bind the clay surface of the paper. Yet, with a properly refrigerated and high grade casein, from two hundredths to five hundredths per cent of the proper aromatic in the mixture, and with cheaper, poorly refrigerated caseins, eight hundredths per cent, will and does completely eliminate this odor. And the aromatics do not cause those banes of the paper maker's existence—fish eyes and discoloration.

Incidentally and amusingly, not so long ago a Hartford insurance company put out a circular which, when you opened it, smelled strongly of the odor emanating from a burned house—that of charred, water soaked wood—with the provocative slogan, "This odor in your home means it's too late to buy fire insurance."

What does all this mean to the packaging industry, or more properly speaking, to the manufacturer of foodstuffs put out in printed paper cartons, containers or wrappers? It means that he can demand and use odorless cardboard and paper at a reasonable price, for the cost of these synthetic aromatics is relatively low. For example, forty dollars worth of aromatics will give a four-dollar barrel of rock salt a market value of \$1000 as bath salts. Naturally, a cheap aromatic will not last as long in the finished product as an expensive one, but even a cheap one will outlast the bad odor of ink or paper. As for the expensive variety, recently there was shown to me a piece of paper which had been impregnated with a delightful odor and had hung for three years from a window sill. The synthetic aromatic was still there, as strong and pleasing as in the beginning.

That is by no means all. There is another side to this matter of aromatics and foodstuffs. Several prominent manufacturers already have embarked upon this new program—i. e., the use of aromatics to reinforce

the original odor of their product so that it will not only remain longer but likewise tend to overcome any opposite odors in the wrappings or even the final place of sale. On first thought this may not seem so important, but psychologists have proven that what we call taste is not only the sensation produced in the mouth by the product, but is made up as well of the sensation simultaneously aroused through the senses of smell and sight. Already, experts in the sale of such foodstuffs recognize that certain foods should be offered to the public in appropriate colors if best sales are to result; a color that serves best to reinforce the idea or sensation of each particular foodstuff. Why not, then, an appropriate odor with each food; not only in the food itself, but in the wrappings and containers?

This latter idea has been recognized by advertising men. For example, a leading extract house has for some time distributed advertising matter for its vanilla product which smells of vanilla, and for its lemon flavor matter that smells of lemon.

The possibilities along this line are enormous. Why should not manufacturers avail themselves of a cheap aromatic chocolate flavor in the wrapping for the chocolate bars? Or venders of maple syrup use labels impregnated with a maple syrup odor which, in passing, it might be remarked, can be synthetically produced from the vanilla bean? How much more appeal could be given to packaged goods by use of the appropriate synthetic?

You know how the smell of good food will make you hungry. Is there any reason why, on smelling, for example, the pleasant, tempting odor of maple syrup one might not the more quickly buy a bottle? The proof of the pudding may be in the eating, but certainly, psychologically speaking, the desire that produces sales can be stimulated as much through the sense of smell as through the eyes. Recognition of this fact is, I think, the next step in the already high development of the packaging and marketing of American foods and foodstuffs.



**Harris-Seybold-Potter Company** has purchased the manufacturing business of the Morrison Stitcher Corporation of Niagara Falls, and with it two sales companies which have in the past handled the distribution of the Morrison products. Acquisition of these companies was obtained through purchase of their capital stock and takes with it all of the assets of the Morrison companies except the land and buildings, which were retained by the old stockholders.

For the next few months the Morrison companies will operate as a separate division of the Harris-Seybold-Potter Company with their present headquarters at Niagara Falls, but operation and sales will eventually be consolidated with other divisions of the parent company at Dayton, Ohio. The sales of the Morrison lines will be carried on through the present sales agencies which now sell the Seybold and Wright lines of machinery.



# FIBRE CANS

of every type, to meet every requirement.

R. C. Fibre Cans and mailing tubes have many advantages—in design, shape and production economy, as well as strength of construction.



Put your fibre can problems up to us; one of our experts can solve them.

R.C.CANCO.  
ST. LOUIS, MO.

Factories at St. Louis and Rittman, Ohio

# MACHINERY — SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

## For Wrapping Small Packages Automatically

Although the machine illustrated was developed primarily for wrapping cigarette packages it has found a wide market among manufacturers of packages of similar size, for "tight-seal" wrapping in moistureproof transparent cellulose. Manufactured by The Package Machinery Company, Springfield, Mass., this machine, known as Model AA, has been adopted by the manufacturers of Camels, Chesterfields, Lucky Strikes, and Old Golds, for wrapping their cigarette packages in moistureproof cellophane.

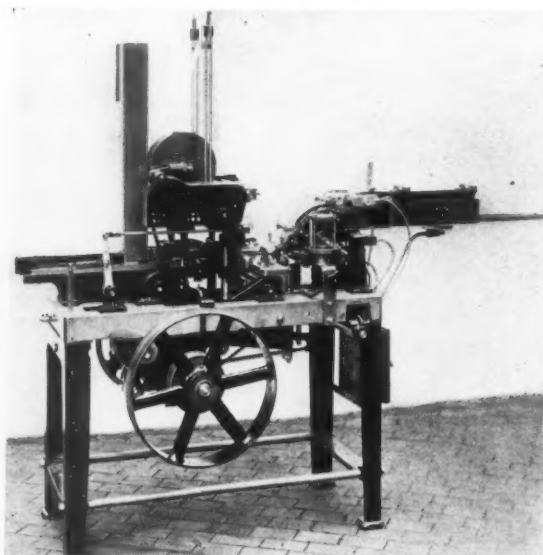
The now well-known "tight-seal" package, or "humidor pack"—produced by an entirely new method of

parent cellulose combining the necessary protection with clear visibility.

Small "shell and slide" cartons of pills, cough drops, candy, etc., are well adapted for this machine. The unusual method by which the folds are made on this machine brings all the laps on three of the narrow edges of the package leaving the broad surfaces clear and smooth for perfect reading of the printing beneath. Aspergum, Feenamint, Bromo-Quinine, Tintex, are a few examples of products wrapped in this way on this machine.

A recent improvement in the design has made possible the wrapping of more than one size on any one machine. This has increased the scope of the market still further, as it enables the small manufacturer to enjoy the economies of machine wrapping.

In addition to the products mentioned there are many which do not require the extreme protection of moistureproof transparent cellulose but still need the benefit of a highly transparent wrapper. To handle such wrappers the machine is equipped with a simplified sealing mechanism and this type of wrap has been adopted for a great many products. Low selling price and high speed—110 packages per minute—combined with the excellent quality of the wrapping have appealed to large and small users alike.



*The tight seal wrapping machine for moisture-proof transparent cellulose which has been improved to seal packages of various sizes*

sealing—is by no means confined to cigarettes. Chewing gum manufacturers are using this machine for putting a moistureproof wrapping around their five-stick packages—an added protection to the regular wrapping. Rubber rings for preserve jars, is another product requiring protection from deterioration. They are now put up in open-top boxes, wrapped airtight in trans-

## Moulded-Pulp Product Offers Advantages as Packing Material

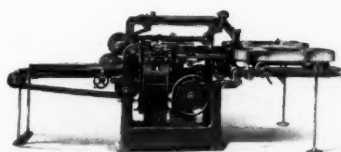
A new moulded-pulp packing for products in glass containers has been introduced by the Owens-Illinois Glass Company of Toledo, Ohio. This product, known as "Pulpak," is said to offer numerous advantages in packing methods as affecting industrial establishments, particularly those in the food, drug and beverage fields. "Pulpak" represents perfected, finished design in the field of wood-pulp packing, and is said to merit consideration in every plant where products are packed in glass and protected at present by such materials as paper wrappings and corrugated-paper dividers.

These moulded-pulp containers, samples of which are shown in the accompanying illustration, are made in much the same manner as bottles. Moulds are built conforming to the shape of the bottles to be packed and the bottles are placed between the com-

# Frosted foods



## Solving the problem of packaging perishables in a variety of sizes . . .



**F-9 High Speed Adjustable Wrapping Machine**

This new machine can be equipped to handle either Cellophane, Waxed Paper, Glassine or Printed Wrappers. It registers the printed design on the package. Can be adjusted to wrap any size package within these limits:

4" to 12" in length  
1 3/4" to 4 1/4" in width  
1 3/4" to 3 3/4" in height

Write for folder giving complete information.

THE packaging of meats, fish and other perishable foods, made possible by quick-freezing, is one of the most important developments in the food field in recent years. Thoroughly in line with modern buying habits, this new achievement points the way to broader merchandising possibilities, new channels of distribution, and larger consumption by the public of meat, fish products, and other perishables.

The General Foods Corporation, like so many other concerns launching new products, brought the problem of packaging their frosted foods to the Package Machinery Company. They required a water-proof, airtight package which would protect the product from desiccation—keep it thoroughly fresh and wholesome. And, the machine which performed this wrapping had to be designed to handle packages in a wide variety of sizes.

The new flexible wrapping ma-

chine which we developed for them meets their requirements perfectly. We show here some of the various sized packages which a single one of these machines is now wrapping. The cartons are tight-sealed in moisture-proof waxed paper. A new type water-cooled discharge conveyor cools the heat-sealed wrappers the moment they leave the heating plates. This rapid cooling of the wax results in a more secure seal. Changes from one size package to another are quickly made by simple adjustments.

### Bring your problem to us

Our machines are used by the leading package goods manufacturers in many different fields. Why not avail yourself of our wide experience—to improve your package or to lower your costs? Get in touch with our nearest office.

**Package Machinery Company**  
Springfield, Massachusetts  
NEW YORK CHICAGO LOS ANGELES  
LONDON: Baker Perkins, Ltd.

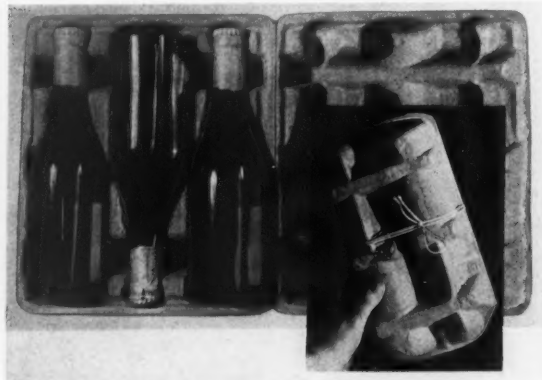


## PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

plemental halves, so each bottle is fully protected all around. Present design permits bottles laid in reverse to each other to be packed in each "Pulpak" container.

In addition to isolating each individual glass container and giving it secure protection against breakage, "Pulpak" provides a more solidly packed case than do the older types of packing. A case bisected by these form-fitting moulds, packed tightly together, has an interlocking cellular structure with each glass package



*The triple cell "Pulpak" packing unit opened and two cell "Pulpak" unit closed, serving as shipping package*

imprisoned securely in its own separate cell. This gives security against any shifting of contents inside the case even when the case is severely jolted or jarred. The cumulative cushioning power of the cells, as well as the non-shifting feature, may make it possible for many manufacturers to use a lighter outer case, thereby further reducing costs.

The unit proves, furthermore, to be an effective new sales force. It can be labeled or marked by raised letters with the name of the product. It can carry within it such advertising material or directions as the manufacturer may wish to get into the hands of the consumer. It is available in a variety of colors.

The container offers display advantages for shelf or window and the suggestion that this package is easy to carry and offers protection against breakage is an incentive to the customer to purchase glass-contained products. The clerk's time is saved in handling goods that are so conveniently ready for the customer.

A further and unexpected advantage has accrued from the insulation qualities that "Pulpak" was found to possess. It guards against losses from solid freezing of the contents of bottled goods, and in summer gives the consumer a means of keeping bottled foods and chilled bottled beverages cooler than the outer air during transportation on trips, or to outings or picnics.

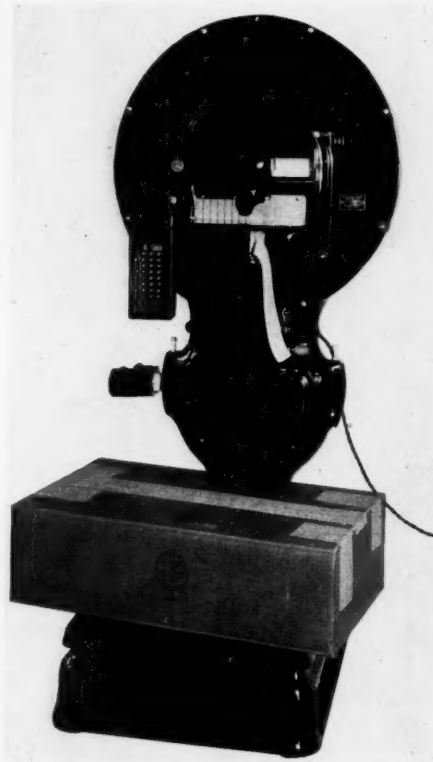
## Parcel Post Printing Scale

Printed tickets indicating the weight, amount of postage and parcel post zone number are afforded for the first time in the new Parcel Post Printing Scale, announced by Toledo Scale Company, Toledo, Ohio.

In providing printed slips for sticking on packages and for office records, this scale is invaluable to companies making a considerable number of parcel post shipments. It is said to eliminate understamping, overstamping and needless clerical work, and at the same time affords more reliable records of postage bills.

Previous Toledo parcel scales have eliminated many errors by automatically computing the postage. The new scale illustrated carries this accuracy to a higher degree. It is stated that no longer are there mistakes due to hand-written figures, necessary in making office records. Every shipment is made from a printed record absolutely divorced from the liability of human error.

The scale is easy to operate. When a package is placed on the platform, a ticket is inserted in the slot



*The new parcel post printing scale which eliminates considerable clerical work by printed tickets*

on the dial of the scale. The correct postage amount for any zone may be obtained by taking the reading through a magnifying lens which appears above that zone number on the scale chart. On the left of the scale is a selective numbering device which has four digits. The first digit at the left is for the zone number; the other three are for postage in dollars and cents. The operator reads the postage amount from the scale chart and punches it with the zone number on the selective numbering device. Then the printing button is pressed. This prints on the ticket three things; the weight in pounds and ounces, the zone number and the



Always a Bulls-eye

A large target graphic consisting of multiple concentric circles, centered on the page. The circles are dark and set against a lighter background.

**Ridgelo**  
CLAY COATED

Loye Paper Co., Ridgefield, N. J.

*If you are Aiming at*  
**INCREASED SALES**

*And you are Sighting Thru*  
**EYE APPEAL, —**

*You will hit the Bullseye*  
*Most Frequently*  
*If Your Package is made of*

**Ridgelo**  
**CLAY COATED**

*Made at Ridgefield, New Jersey*  
*by the*  
**LOWE PAPER COMPANY**

*This Insert is*  
**Ridgelo Copper Coat Folding Boxboard**  
*Lithographed Both Sides*

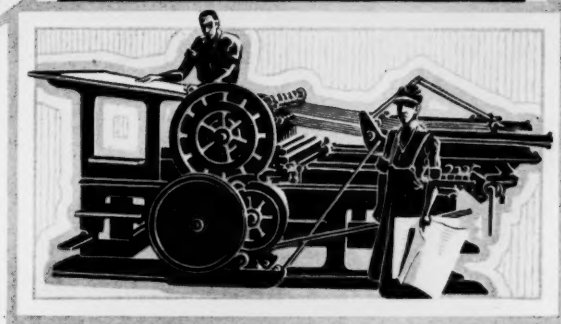








# PERFECTION through COORDINATION



*in every advertising design there are three human units-the artist the engraver and the printer-and only by perfect coordination, by mutual understanding of each others problems can the best results be obtained-----the Powers craftsman prepares his plate with a sympathetic understanding of what the artist has tried to do and of the pressman's problem in printing from it*

## POWERS ENGRAVING COMPANIES NEW YORK

216 EAST 45th. STREET  
PHONE - MURRAY HILL 2-5900.

205 WEST 39th. STREET  
PHONE - PENNSYLVANIA 6-0600.

amount of postage. In addition, the same things are recorded on a continuous strip of tape.

These weight records may be used in many ways. The printed ticket can be placed on the package, and the continuous tape kept as an office record. If desired, from one to five carbon copies can be made from the printed ticket for office records. In this way the human element is practically eliminated, since the scale does the majority of the essential clerical work.

## Waterproof Shipping Containers

Waterproof material known as "Duxbord," developed by the Richardson Company of Cincinnati, Ohio,



*Ventilated container, "Duxbord Trabox" for fruit. Cover on top, of same material, is wired in place for shipment*

is said to make possible the manufacture of asphalt fibre containers that will meet the severest conditions of dampness or moisture. It is stated that the material itself is absolutely waterproof and airtight,

and with a new waterproof tape that has been developed by Bauer & Black, Chicago, a watertight shipping case can be produced.

Duxbord is a combination of three or more plies. The outside plies are made of the regular liner material that is used in making fibre shipping cases. The interior plies are made by combining asphalt with fibre and the board is combined with asphalt.

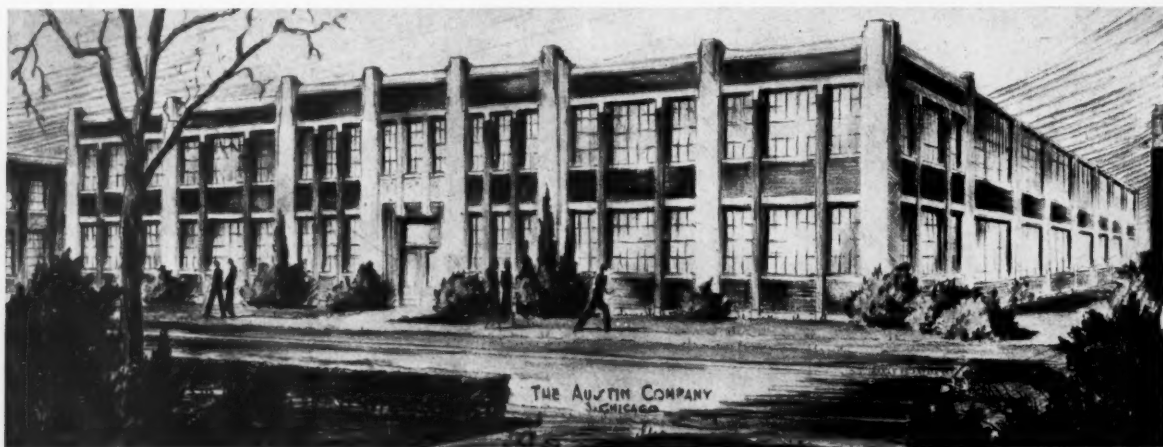
A special container made of this material, known as the Duxbord Trabox, has already come into extensive use. This container is made in bushel and half-bushel sizes, with a detachable lid and so constructed that ventilation on all sides is assured. The packages themselves are almost cubical in shape, taking up a minimum of room, and because of the vertical side walls they stand up under transportation conditions to a remarkable degree, as well as in stacking for storage. The containers are shipped flat and consist of the body piece, tray and top. The container is readily and quickly assembled by stitching the bottom; the tray locks into position and after the container is filled the lid is placed in position and firmly held by wires, extending over the top and down on each side.

Provision has been made in the railroad tariffs for the shipment of fruits and vegetables in Duxbord Traboxes, and to date there has been a considerable amount of fruit shipped in this type of container.



White Cap Company, Chicago, makers of resealing vacuum caps and capping equipment for food containers, is preparing to more than double its manufacturing facilities through the erection of a new and thoroughly modern plant. The structure will be two stories high, built of reinforced concrete. Straight line operations, uniform temperature control throughout the year, full daylight in all operating departments and dust-proof floors and windows are some of the unique features.

The business of the White Cap Company is barely six years old, yet the demand for the company's products has long since taxed the present manufacturing facilities, making present improvements necessary. The plant, shown below, started operation May 1, and is located in the new North Central Avenue industrial district.







# Maybe We're Wrong



We believe that merchandise sales can be doubled  
*by attractive*  
economical packaging as obtained  
with the NEW appealing

## **American Beauty Papers**

Manufactured With The Exclusive

## **Floating Color Process**

by the  
**C. R. WHITING CO., Inc.**  
**Hackensack, N. J.**

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Send For Sample Books

ATTRACTIVE PACKAGING AT ECONOMICAL PRICES







## Chain Store Success Brings Packaging Problems

(Continued from page 42) etc., and the products are kept under laboratory control at all times.

For that matter, laboratory control is considered an important factor by National Tea Company and enters into the operations of all manufacturing departments. All raw products purchased must conform to rigid chemical standards and regular, careful tests are made of all finished goods as they are produced, including tests of quality, checking of weights, etc.

Still another department of great interest is the coffee division. National Tea Company roasts and packs its own coffee and considers its quality of great importance to the firm's reputation. For that reason, a large cleaning and roasting room is maintained where the coffee is cleaned, polished and roasted in gas-fired rotating machines which keep the beans in constant, even motion by thorough tumbling during the process. The equipment is automatic and the roasters have a capacity of 50 bags of 132 lbs. each per hour.

When a batch is roasted, it is discharged into a large, mechanically operated cooling basket and another batch is started. The coffee is agitated until cool, and a trap is opened in the cooling basket permitting the beans to run into a hopper on the floor below. The action of the cooling basket mechanism is so contrived that it empties the basket completely without human assistance.

On the floor below, the coffee passes through a stoner which removes all foreign material automatically. From that point, the product goes to the grinders, if it is to be packed in that condition. Usually, ground coffee is packed only in hermetically sealed or vacuum packed tins or in tightly sealed cartons. The major portion, particularly that which is packed in bags, goes to the stores whole and is ground at the time it is sold to the housewife.

An accompanying illustration shows the coffee packaging lines which are situated on the floor below the grinders, etc. There are three lines, one of which packs the coffee into cartons and seals them at the rate of 30 or more per minute, another which fills tins and seals them under vacuum at a speed of about 35 per minute, and the last which fills bags at 30 per minute.

The cereal packaging department offers a packaging "wrinkle" that has decided merit. In order to show the customer what she is buying, a transparent window has been worked into the design of the cartons into which beans, rice, hominy, dried peas, etc., are packed. Altogether, 15 to 18 different cereals are packaged in that manner. The production in this department is quite large and a fully automatic packaging line has been installed which has a capacity of 80 cartons per minute. The line includes an automatic unit which forms the cartons, seals the bottoms, and feeds them to the filling machine. This filling unit has four spouts and fills automatically. Naturally, the bulk of the contents varies somewhat depending on the product. While rice is put up in 16-oz. packages, the same carton will



## A NORLOC CONTAINER *Builds Good-will for* *Couettes*

**H**ERE'S an idea for manufacturers who are seeking a merchandising plan that will insure repeat sales.

It consists simply of an attractive and useful molded container made especially to fit the particular product and to serve as a reminder to replenish with the same brand, when the container becomes empty.

Norloc package experts will be glad to cooperate with you in creating a container for you that will combine beauty with utility and help to stimulate sales.

**NORLOC**  
Norton Laboratories, Inc.  
LOCKPORT, N. Y.

Sales Office: New York City

hold only 12 oz. of beans, etc. The packages are all, however, of 12-oz., 16-oz., or 32-oz. capacities and it is possible to accommodate the entire range in three sizes of cartons.

Continuing along the line, the packages automatically pass through a unit which seals the tops and a sealing section is provided where they are kept under pressure as they travel until they have had time to dry and the glue to set. They are then discharged to a packing table on their sides in units of eight packages so that one operator can easily pack two dozen into each shipping case. This operation is shown in one of the illustrations. The shipping carton is placed on an inclined roller conveyor which carries it to the warehouse in the next unit of the building where it is sealed and stored.

Still another department of great interest where fully automatic methods are used is the butter print room. Here the butter is taken from tubs at the head of the production line, sliced, and fed to three automatic units operating at approximately 35 prints of one pound each per minute. The butter is pressed into a continuous bar of proper size which is then subdivided into sections of one-quarter pound each. This is a semi-automatic operation and requires an operator but the work from that point on to the packing of the shipping cartons is automatic.

Each quarter-pound section is wrapped separately in tissue and four sections, thus wrapped, are placed in a waxed carton which is formed, filled, and closed automatically and then delivered by conveyor to the packers.

The conventional type of one-pound prints are also packed in the same room on a semi-automatic line at a rapid rate of speed. The entire room is of course under temperature control to safeguard the product.

No less interesting, and also highly important to National Tea Company, is the bread packaging room. A highly efficient system has been worked out for these operations and the entire output of the bakeries, which is 140,000 to 180,000 loaves per day, is handled in excellent fashion. The loaves come from the bakery above the wrapping room, after they have been cooled, and go onto a long, wide, belt conveyor which is elevated to about the height of a man's head. The conveyor travels the length of the room and back again, as will be seen in the illustration of this department. As the loaves pass they are taken off by the men stationed along the belt on the side toward the wrapping machines.

These men select the loaves for their own machines as they pass, the loaves coming from the bakery regardless of kind. There are nine wrapping machines in the room and they are placed so that the loaves are fed to them on one side of the belt conveyor and the wrapped packages are discharged at the other side where they are packed into bread boxes. Some of the wrapping machines are for rye bread, others for white loaves of conventional size, others for larger white loaves, and still others slice the loaves as they are wrapped. The

latter are increasingly in favor with the housewife.

Another packaging idea that is out of the ordinary is employed in this department. The labor unions require that bread carry the union label, while both the maker and the housewife object to having it pasted on the loaf in old-time fashion. To overcome that difficulty and to save production time and labor, National Tea Company has its wrapping machines equipped to add a narrow strip around the loaf but not sealed to it. This strip is put inside the wrapper at one end and the same operation and it not only carries the union label, and the date, but also bears advertising copy. The union finds this entirely to their satisfaction and it saves an extra operation in packaging.

Off work is tossed back on the cooler, minus its wrapper, by the man who packs the shipping boxes and it thus goes back to the sorters. Likewise, if a loaf is missed by the sorter on its first trip, the conveyor is so made that it will make the turn at the end of the room and go around once more. As fast as the shipping boxes are packed, they are taken by conveyor to a platform where they are stacked on skid platforms and whisked away to the distributing department by electric hoist trucks.

Space does not permit a description of all the packaging departments and it is necessary to omit such operations as the packing of preserves, etc. Not all the departments employ automatic methods. In some respects the greatest problems encountered in the economical production of packaged goods occur where the runs are so short that little machinery can be utilized effectively.

National Tea Company solves such problems chiefly through the use of belt conveyor tables which keep the product moving constantly and avoid as much handling as possible. Transparent cellulose packages for candies, nuts, mints, etc., are handled in this manner, the workers being so arranged that the packages are complete and packed in corrugated cartons at the end of the table.

Before concluding, something more should be said about the manner in which National Tea Company merchandises the goods which it manufactures or packages in its own plant. Contrary to the custom in many chain stores, the employees of National Tea Company are not instructed to push or suggest their own brands of merchandise. The policy is to supply without question whatever brand of goods is requested whenever the housewife asks for a product by name. The clerks in the stores are not permitted to suggest substitution of one of the company's own products. Of course, if the customer does not specify what brand of goods is wanted, the clerk will suggest products made by the National Tea Company consistent with the price the customer wishes to pay.

The same policy is indicated in the displays seen in National Tea Company stores and in the advertisements for the company which appear in the newspapers. The practice is to show National Tea Company products mixed in with other merchandise bearing well-known names.

Packaged goods, whether they be made by the com-





# Byzantine Metallic Papers

A New Creation

By

NEW ENGLAND CARD & PAPER CO. INC.  
100 WASHINGTON STREET      SEATTLE, WASH.



pany or purchased from other manufacturers for retail sale, are, of course, the most important features of the company's business and the proportion of sales of packaged goods compared with sales of bulk goods or green groceries, fresh fruits, etc., is heavily in favor of the packaged items. The interiors of the stores are arranged in such a manner that the goods may be easily located and so that the packages form their own display. That is, the shelves are open so that the customer may serve herself. The majority of people shop in that manner, filling their market baskets themselves with the selection they make from the shelves. In an atmosphere of that sort, the importance of good package design becomes very evident, and an examination of the sales made in such stores would unquestionably stress the advantage which the attractively and properly packaged product has over its not-so-well-dressed neighbor.

National Tea Company has lately been devoting a great deal of study to the plan of its stores and has inaugurated what is known as the "super store." These stores contain fresh fruit and vegetable departments, meat departments, bakery goods counters, etc., so that the housewife can do all of her shopping at once. The customer has her choice of serving herself, so far as packaged goods are concerned, or of giving her order to an attendant who will obtain the articles she wishes.

National Tea Company officials feel that in every instance where the company has gone into packaging its own products, the result has been worth while. As an example of that fact, they state that since the installation of their own spice packaging department, their business in that line has more than tripled. Although the company has installed departments in its stores where green groceries and fresh fruits may be obtained, the object, of course, has been to push their packaged business by making it unnecessary for the housewife to visit other stores where a bulk grocery business is done. The same is true in regard to the meat department, and in that particular instance, a visit to a National Tea Company super store will show that packaged meat products such as sliced bacon, packaged sausages, packaged lard, etc., are displayed quite prominently in the meat departments. At the bakery counters it will be noticed that the majority of bakery goods offered, such as cakes, cookies, doughnuts, etc., are packaged, chiefly in transparent cellulose.

### We Move Our Western Office

**Effective** on May 15, our western office, located at 333 North Michigan Ave., Chicago, will have been moved to 221 North LaSalle St., Chicago, room 617. The new telephone number is Randolph 6336.



**The Marvellum Company**, Holyoke, Mass., who recently introduced a striking line of decorated transparent cellulose, report excellent sales of this product for greeting card french folds used with tip-ons and for box wraps over a colored paper, either coated or uncoated. The predominant colors are gold and silver in a number of charming designs.

# If you've got Something to Sell...



## COME RIGHT OUT WITH IT!

Get off the shelf—out of the run of stock this economical way, with Union Display Racks. Among several dozen stock designs there is a floor, wall or counter rack suited to your product whether it is bottled, boxed, or bulk. Furnished to the dealer free (or at cost) it will feature your product just as if a clerk could be induced to make a special appeal to every customer. You may be assured of from 35% to 100% increase in sales. Send coupon for bulletin illustrating many types.

#### UNION STEEL PRODUCTS CO.,

521 Berrien St., Albion, Mich.

Please send bulletin describing Union Collapsible Wire Display Racks.

Attention..... Position.....

Company..... Product.....

Address..... State.....

City..... State.....

MP 5-32

## UNION Collapsible Wire DISPLAY RACKS

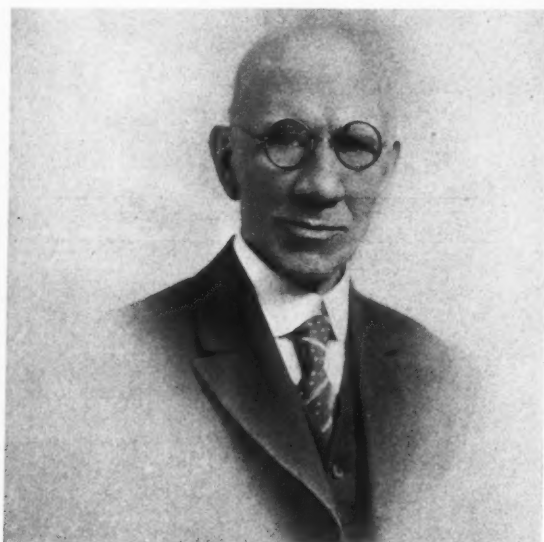
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## John B. Brooks

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**John B. Brooks**, president of Brooks & Porter, Inc., died of a heart attack on April 9, 1932, at the age of 70 years. Funeral services were held at the Riverside Memorial Chapel.

Mr. Brooks was very prominent in the printing, lithography and folding carton industry. Coming to this country 50 years ago as an emigrant boy, he worked in cotton mills in Maine. Later, believing he could make greater progress in New York City, he became an apprentice in a local job printing plant. In



*John B. Brooks*

1890, he formed a partnership with his brother, Thomas B. Brooks, in a small printing plant then known as Brooks Bros. A few years later, this firm was dissolved and a new concern was established with his brother-in-law, George M. Porter, known as Brooks & Porter. The partnership continued until 1929 when Brooks & Porter was incorporated, Mr. Brooks becoming president of the company.

Mr. Brooks' only hobby was hard work and he believed that success would come to those who were willing to sacrifice and toil for it. He was of kindly disposition and was known as a "man of peace," because of his efforts to keep harmony constantly among those with whom he had contact. He was endeared in the hearts of his associates and employees. Mr. Brooks is survived by his wife, Jennie, and a daughter, Gladys Lewy.

**Industrial Rayon Corporation**, Cleveland, Ohio, has awarded contract for the building of its first unit for the manufacture of transparent cellulose wrapping material. Cost of building, including equipment, is said to be \$150,000. H. S. Rivitz is president of the company.

## Packaging Inner Tubes for Automobile Tires

Service to the motoring public is being extended at the gas stations of the Standard Oil Company of California through the sale of tubes for automobile tires packaged in cartons.

The tubes are packed in three sizes of cartons, two of which are shown in the accompanying photo. The sizes



to meet special requirements are: 4 in. x 8 in. x 12 in.; 4 in. x 7 in. x 11 in., and 4 in. x 5½ in. x 11 in. Red white and blue which are the adopted colors for the Standard Oil Company form the color scheme of the carton with a geometric design at the sides and the Atlas trade mark in the center. A special carton 3 in. x 3 in. x 13 in., is used for packing tire covers handled by the service stations.

**N. M. Malabel** recently moved his offices from 420 Congress Building to 402 Exchange Building, Miami, Florida, to obtain larger accommodations. Mr. Malabel represents a number of companies manufacturing paper products and specialties, supplying local customers with stock boxes, folding cartons, display containers, shipping cases, tags, tape, gummed labels and seals, etc.

**Matthias Paper Corporation**, 143 N. 5th St., Philadelphia, Pa., has been appointed as selling agent for Kodapak, manufactured by The Eastman Kodak Company, as well as selling agent for the Marvellum line of box cover papers, manufactured by the Marvellum Company, Holyoke, Mass.

**Parsons & Whittemore, Inc.**, 10 East 40th St., New York City, has been appointed sole selling agent in United States only for the Samuel Jones & Co., Ltd., London, England, line of fancy papers, sample books of which can be had on request.

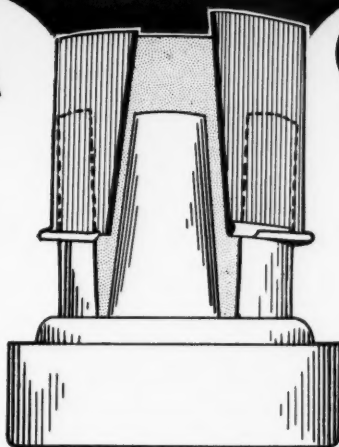


**Stops damage and waste of paper  
on the inside of your rolls!**

**ONEIDA**

Protects the  $\frac{1}{4}$ " to  $\frac{1}{2}$ " of paper on the inside of your rolls that is frequently damaged and wasted by conical or wedge shaped chucks. Oneida Chucks save many times their cost in a month's run.

*For Any Size Core*



**CHUCKS**

No iron or heavy metal tipped cores are needed. Time and expense for preparing and returning cores are saved. Inexpensive non-returnable cores can be used Equally good on rolls without cores. Oneida Chucks eliminate the "core account."

*Write for Folder M*

**JOHN WALDRON CORPORATION**

*MAIN OFFICE AND WORKS, NEW BRUNSWICK, N. J.*

*(Makers of Waldron Dependable Equipment for Engraved Roll Printing—  
Pasting—Combining. Write us for details.)*

### Packages Plug Bank Property

(Continued from page 60) Triple Tonic, a product of the Russian Drug Manufacturing Co., Inc. Another window presented lustrous dark green bottles of ginger ale with silver and gold metal-foiled necks, the display of Hyandry Ginger Ale. Still another window featured a complete showing of toilet preparations as manufactured and packaged by the A. C. Hynd Corporation. Bags and packages of various flours were the contributions to a sixth window by the George Urban Milling Company. The seventh window showed powder box packages for typewriter ribbons, modernistically designed set-up cardboard boxes for carbon paper, and set-up paper boxes for Library Index Tabs, as merchandised by the Remington-Rand Company. The eighth window was the display of the Acme Shale Brick Co., the only one that did not feature packages.

One most significant and striking fact was evident from all displays. Each and every manufacturer chose to display his product in its container whether paper-wrapped, bag, pail, set-up box or transparent cellulose.



**Announcement** has been made by Sylvania Industrial Corporation of a reduction in prices of Sylphrap and Moistureproof Sylphrap, as effective May 2. Similarly, the DuPont Cellophane Company has announced a decrease in the prices of Cellophane and Moistureproof Cellophane.

**TIE YOUR  
PACKAGES  
WITH**



Made of



The sparkling, brilliant lustre, and the magnificent colors of CELLO Ribbon add an unusual decorative quality to your packages. Write for samples and prices.

**FREYDBERG BROS., INC.**

11-19 West 19th St., New York

## Packaging Flat Silverware

(Continued from page 28) from more than one angle. Of greatest importance is the value these boxes hold from a display standpoint. As such, they help to determine in the choice of a selection. The aid of the package, however, this executive continued, is not aimed toward the benefit of the manufacturer but to assist the retailer from point of sale. And in order to cooperate with the retailer, all materials entering into the construction of a package, before the package is decided upon and accepted, are tested for tarnish-proof properties.

The adoption of secondary or re-use packages in the silverware industry has been most successful and silversmiths have discovered that this constitutes for them one of the most important features in package construction. The decorative box, alone, with no specific thought conveyed in its design, has no function as a merchandising aid for silverware.

An example of simple but effective packages is the Tudor and Community sets for children. Illustrations from the story of Winnie-the-Pooh, figures of playing children, form the decorative motifs for the paper hinged boxes. A duplicate box in a larger size serves both as a shipping container for one-third dozen sets and a display unit for the retailer.

Various materials are utilized by silversmiths who attractively package their items. No one type of material is favored and in addition to the wooden chests and trays which are quite familiar to all consumers,

imitation leather, velour and decorative paper are used extensively. Another material that is coming rapidly into vogue as a covering for silverware containers, is metal paper, such as gold and silver.

The International Silver Company, Meriden, Conn., silversmiths of both sterling silver and silver-plated ware, is one company using this latest material. This company has always made a point of offering its products in the most attractive display packages and has shown much ingenuity in developing. Several new units for the display of its latest lines in Wm. Rogers & Sons silverplate have recently been made up which illustrate effectively what this company is doing. All of the cases are the result of cooperative work between the manufacturer's packing department and the case makers. The International Silver Company realizes that every possible effort must be made to facilitate sales at the present time, and toward this end is employing the help of attractive packaging as a merchandising aid.

The Alvin Corporation, Providence, R. I., who have found from experience covering a number of years that their products featured in practical containers sold considerably quicker than when encased in ordinary boxes, recently launched a national advertising campaign in color in which containers formed the pivoting point. In the national trade magazine advertising, each container was described and pictured, both alone and in one of its suggested uses. This publicity was augmented by the distribution of several hundred thousand small, printed leaflets and reprints which

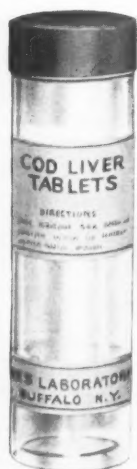
### PERFECT PACKAGING

with **HYCOLOID**, unbreakable modern containers

TRANSPARENT OR OPAQUE—ODORLESS  
COLORFUL—LUSTROUS—FEATHERWEIGHT  
MADE IN ALL SHAPES AND SIZES

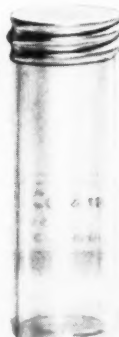
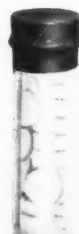
Hycoloid embodies **every** quality that adds to packaging perfection. Clear or tinted transparency, or rich glossy colors that women find irresistible,—streamlined, seamless containers that protect their contents . . . lighter than glass but unbreakable . . . cap with any type closure, and fill by hand or machine. Hycoloids make a product easier to sell, and easier to use!

### VIALS—JARS—BOTTLES—TUBES



HYCOLOID containers are the finest that money can buy,—but by no means the most expensive.

Send for samples,—and details.



**HYGIENIC TUBE & CONTAINER CO.**

46 Avenue "L"

Newark, New Jersey

# HAVE YOU A GLUING PROBLEM

in connection with the sealing of

## MOISTURE-PROOF TRANSPARENT CELLULOSE?

We can help you solve it. We have perfected Adhesives which have been acclaimed wherever used, as most satisfactory for use on Moisture-proof Transparent Cellulose. One of these can put an end to any difficulties you may now be experiencing. Write for samples and full information, describing your requirements.

# U N I O N P A S T E C O .

200 Boston Ave.  
MEDFORD, MASS.

## POSITIVE PROTECTION



**G**IVE your product the positive protection of Cleveland Tubes and Containers. Their strength and rigidity assures your products reaching their destination in perfect condition—and the cost is reasonable.

There is a size and type for practically every packaging need—from  $\frac{1}{8}$ " to 20" inside diameter. Let us show you how your product can be economically Cleveland-protected. Write for details now.

THE CLEVELAND CONTAINER CO.  
10421 BEREA ROAD, CLEVELAND, OHIO

Detroit Pittsburgh Hoboken Philadelphia Rochester Chicago

*Specify*

*Gaylord  
Liners*

WHEN ORDERING  
CORRUGATED OR SOLID FIBRE  
**BOXES**

**ROBERT GAYLORD, INC.**  
GENERAL OFFICES ~ SAINT LOUIS

## Sealed with No. 51 Paste



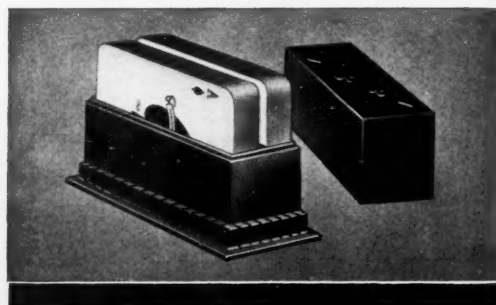
FOULDS MILLING COMPANY steadily use Williamson No. 51 End Seal Paste in their packaging operations. This odorless, sanitary adhesive gives uninterrupted production on Package Machinery Company equipment at a speed of 60 packages per minute.

Many other leading concerns rely upon Williamson cold odorless glues for getting uniform results in sealing, labeling, tube winding and bag making. A time-tested glue for every purpose!

If you have an adhesive problem, write for suggestions and samples. We manufacture high speed machine glues including adhesives for Cellophane, Sylphrap and other modern wraps. Ask for folder.



**WILLIAMSON  
GLUE AND GUM WORKS**  
2320 W. 18th St., Chicago, Ill.



## Molded Containers that Build Sales « «

By packaging your product in beautifully designed Chicago Molded Containers, you will enhance its appeal to such an extent that its effectiveness will quickly be reflected in increased sales.

Chicago Molded Containers are perfectly made in every detail. Our design department will assist you in creating a suitable molded container for your product.

**CHICAGO MOLDED  
PRODUCTS CORP.**

2142 Walnut St. . . . Chicago, Ill.

## PRINTERS' AND ADVERTISERS' TIME AND MONEY SAVING UNIFIED SERVICE

**ART  
SERVICE**

**BRASS STAMPING AND  
EMBOSSING DIES**

**WOOD AND WAX  
ENGRAVINGS**

**F.A. RINGLER CO.**

**LEATHER  
GRAINING PLATES OR ROLLS**  
*"Something New Every Day"*

**PHOTO-  
ENGRAVING**

**ELECTRO-  
TYPING**

MAIN OFFICE  
AND WORKS  
40-42 PARK PLACE  
To 39-41 BARCLAY ST.  
NEW YORK

UPTOWN  
BRANCH 207-217 WEST 25TH ST.

PHONE - BARCLAY 7-4070



were used by dealers either for direct-mail material to their prospects or in stores for counter sales material. This campaign was so successful, the company contemplates further development of the improved-container-idea for merchandising their output of silverware.

James Grassick, sales manager of the Alvin Corporation, stated in connection with this campaign: "While we have no means of checking causes, we are positive much success was due to the packaging. It seems as if everything in the world today must be useful. And, as sets of silverware must be packed, shipped and sold in some sort of a container, this might better be of the useful, practical type that will attract shoppers and weaken sales resistance."

The R. Wallace & Sons Manufacturing Company, Wallingford, Conn., is another concern which considers smart and useful packaging in the silver industry most important. C. H. Gregory, sales promotional manager, reminisced, recently, on his entry into the industry. "I was considered a package crank," said Mr. Gregory, "and possibly laying too much stress on packages rather than on silverware. However, I certainly realize the fact that when three 26-piece sets of silver are placed on the counter by the jeweler, the first two being competitors, it is tremendously important and a deciding feature if our package seems superior. A beautiful package is a more complementary setting for the silver.

"There is no question that packaging has a tremendous influence in the sale of sets of silver-plated flatware. This year I am paying more attention than ever to packages. We seldom put in more than eight new packages in our line at one time, that is, eight different types of containers for sets of silverware. This year we have added many times that number. We try to give our salesman a new package every time he starts out on his territory so he will have something to show, to talk about, and a new interest in a set of silverware."

## Breaking Away From Packaging Traditions

(Continued from page 43) its influence on food packages. As soon as we see the packages we wonder why it did. Yet, why do we still eat a bounteous dinner on Thanksgiving? Because it is a tradition begun by the first Pilgrims. We seem to forget the Pilgrims needed those many calories to weather the icy blasts and to fight the hostile Indians, while we dodge bill collectors, subpoena servers and persistent salesmen. Surely our conception of the meaning of the word tradition must be wrong. Tradition, to express it in crude, unadorned English, should mean a regular periodical observance instituted years ago which brought resulting benefits at the time because it fitted in with the trend of the age.

To the casual observer four characteristics are apparent in the packages of 1917: (1) color traditions; (2) type traditions; (3) label and trade-mark traditions, and (4) package structure traditions.

Whether it was the intention of carton people to make the public feel it was looking through rose colored glasses, no one knows. The predominant and most popular

## FOR LOW COST IN SETTING UP SHIPPING CONTAINERS



The IDEAL Bottom Stitcher works with such surprising ease and speed that an average operator can easily stitch 200 to 300 containers per hour.

No other method of setting up containers can match the IDEAL in speed or dependability. No other machine made will give you longer or better service.

A bottom stitched container will carry better in transit, withstand the bumps and jars of shipping. The IDEAL gives overstrength at the bottom, where it is most needed.

Mail the coupon TODAY. Let us tell you how you can reduce the cost of setting up your shipping containers.

### IDEAL STITCHER & MFG. COMPANY

100 Fourth St.

Racine, Wis.

#### MAIL THIS COUPON

Ideal Stitcher & Mfg. Co.,

Dept. MP-3, Racine, Wis.

Tell us all about the IDEAL STITCHER.

Number of boxes glued stitched monthly.....

Maximum size box used.....

Minimum size box used.....

Name.....

Address.....

City..... State.....



## *In the President's Office*

Today, label and carton problems are carried right into the executive offices. The modern executive knows the power of the package to create good-will and build sales—and many of the leaders call "U S" into conference.

For guidance in color and design—for keen sense of merchandising values—for reliability as a source of supply—you, too, can rely on "US".

**TRADE MARK INFORMATION**  
Don't adopt new brand names without making sure they are available. Consult "U S" Trade Mark Bureau—the service is free.

*"Color Printing Headquarters"*

**THE UNITED STATES PRINTING &  
LITHOGRAPH COMPANY**

CINCINNATI  
312 Beech St.

BROOKLYN  
212 North 3rd St.

BALTIMORE  
112 Cross St.

package color was red—the red that the Spanish toreador waves before the bull—the red of the brick—but it had to be red. Frequently, to relieve the monotony, shrieking yellow was used. Whether the package was intended for soap, crackers, cornstarch or baking powder, the package had to be red or yellow. The limit of colors was two.

Today we know that billboards must be of sizable dimensions to get results. In 1917 the smallest to the largest food package looked like a billboard that was suffering from a lack of growth-promoting vitamins. Every available space was cluttered (yes! that aptly describes it) with certain traditional type matter. Family pride demanded a picture of the factory on the package, the signature of the president (a splendid aid to forgers) and sundry information of no interest.

A package was never considered a good package unless the front panel was emblazoned with the name of the company and the trade mark in the largest size type the space permitted. Then in much smaller type, the name of the commodity packed in the container could be found.

Convenience features? They were few and far between. A carton was a carton and lived up to its dictionary description, to wit: a pasteboard box. It never contained liners to protect the food. How easily it could be opened and resealed was a negligible consideration. It was a carton but not a *package*.

Tradition had its fling—it carried a majority of votes for a long time and unfortunately still does. Red packages, billboard monstrosities with Jones and Brown getting more attention than sugar, salt, pepper and soap—clumsy containers—were plenty good enough. A change seemed wholly unnecessary.

What a shock the modern Rip will have when he wakes up in 1932 to find the more progressive organizations have pushed his cherished package traditions in a dusty corner.

Let us take those traditional features and see what 1932 can tell us about the newest carton changes. Let us see how the Great American Tea Company with new package designs has succeeded in breaking away from the four old package traditions: color, type, labels and trade mark and package construction.

The illustration on page 43 shows the old and new cartons for cornstarch, and two types of chocolate. All these labels originally were a shrieking yellow. However, they now appear in creamy ivory. The chocolate cartons are strikingly clear and attention getting.

As for type, all the "gingerbread" has disappeared. Only the simplest type is used, it is tastefully spaced and carries only a helpful message to the housewife. The label and the trade mark, also, have gone the way of the other traditions. They have become lost in the process of modernization.

Wouldn't Rip Van Winkle rub his eyes and gaze in wonder at the changes? We know the customers who buy the products did. We heard the exclamations of surprise, commendation and satisfaction. As for the salesmen, a new package receives as much enthusiasm from them as a new product. Renewed enthusiasm means increased sales. It seems worth the effort to break away from old traditions and create new ones.

## ATTRACTIVE PRESENTATION

DO your products have IT? Are they enclosed in containers that radiate richness, beauty, modernity — that are of lasting usefulness?

AUBURN Molded Containers will give your products an attractive, distinctive and modern touch that is absolutely necessary for sales in today's increasingly discriminating market.

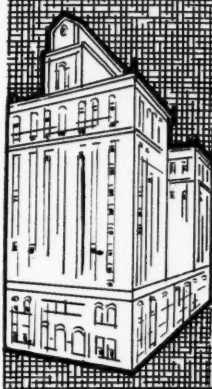
*We shall be glad to talk over with you the many advantages offered in this modern packaging method.*

# Auburn

BUTTON WORKS INC.

AUBURN, NEW YORK  
Since 1876 Molders of Bakelite, Durez, Celluloid, Lumarith, Beetle, Plaskon, etc.

## SPRING SPECIALS



FILL your lungs with the balmy ocean air that builds you up and makes you feel younger, healthier, happier. Enjoy Atlantic City at its best.

Room and Meals \$**6**  
with Private Bath  
and Shower . . .

Special Weekly Rates.  
NEW — FIREPROOF  
Overlooking Boardwalk and Ocean

# The MADISON

OWNERSHIP MANAGEMENT  
ATLANTIC CITY  
NEW JERSEY

Three outstanding features of

## SilverStitch

REG. U. S. PAT. OFF.



### ACCURACY

in temper, width, and thickness assures smooth feeding through stitching machines and increased production.

### ONE-PIECE COILS

Silverstitch is wound in continuous length five and ten pound coils. This feature saves many stops, and threading operations.



### GALVANIZED FINISH

Resists rust much longer than the ordinary finish. This feature is of special interest to soap, candy and food manufacturers.



If you use stitching wire for closing your containers, send for a FREE five-pound coil of Silverstitch. . . . . Try it on your own boxes. . . . . See for yourself why this modern wire has grown so popular.

## ACME STEEL COMPANY

General Offices: 2840 Archer Ave., Chicago, Illinois  
Branches in principal cities



AN ADHESIVE FOR EVERY  
MACHINE OR HAND OPERATION

## NOW MORE THAN EVER!

Shutdowns, interruptions and re-runs are now a more unpardonable extravagance than ever before. Machines and men must function continuously and efficiently. Therefore only those adhesives that are capable of such reliable performance are truly economical. Hence the increasing use of



### GLUES - GUMS PASTES

Their dependability, uniformity and allround excellence is the reason that they have proved to be so conducive to low production cost.

We should like to explain how we have increased production and lowered costs both per man-hour, and machine-hour, too.

## NATIONAL ADHESIVES CORPORATION

Home Office—820 Greenwich St., New York

1940 Carroll Ave., Chicago—883 Bryant St., San Francisco  
15 Elkins St., Boston—1305 Germantown Ave., Philadelphia

WORLD'S LARGEST PRODUCER  
OF ADHESIVES

Sales Offices in all principal cities

## Aluminum Collapsible Tubes

(Continued from page 32) principal difference lies in the fact that aluminum has the characteristic of hardening with cold working, and is therefore very stiff when extruded. This is an advantage in the case of products produced by impact extrusion; however, it necessitates the annealing of collapsible tubes to give them the required limpness. The cold working of the metal in the crimp when the tube is closed causes stiffening at the fold, which makes it possible to close the aluminum tube without clips.

Experience has shown that each particular type of collapsible tube has its own special advantages. The advantages of aluminum collapsible tubes lie in their light weight, strength, cleanliness, ability to take and hold decoration, ease of closing without clips, non-bruising properties and comparative low cost.

Weight is an important consideration in the packing and distribution of collapsible tubes. Aluminum has a specific gravity of one-third to one-fourth that of materials previously used for this purpose. Collapsible tubes made from this metal can safely be packed and shipped in light corrugated cartons, thus effecting a saving in the weight of the container as well as the tubes, which materially reduces shipping costs. This reduction is realized again in the distribution of the filled tubes.

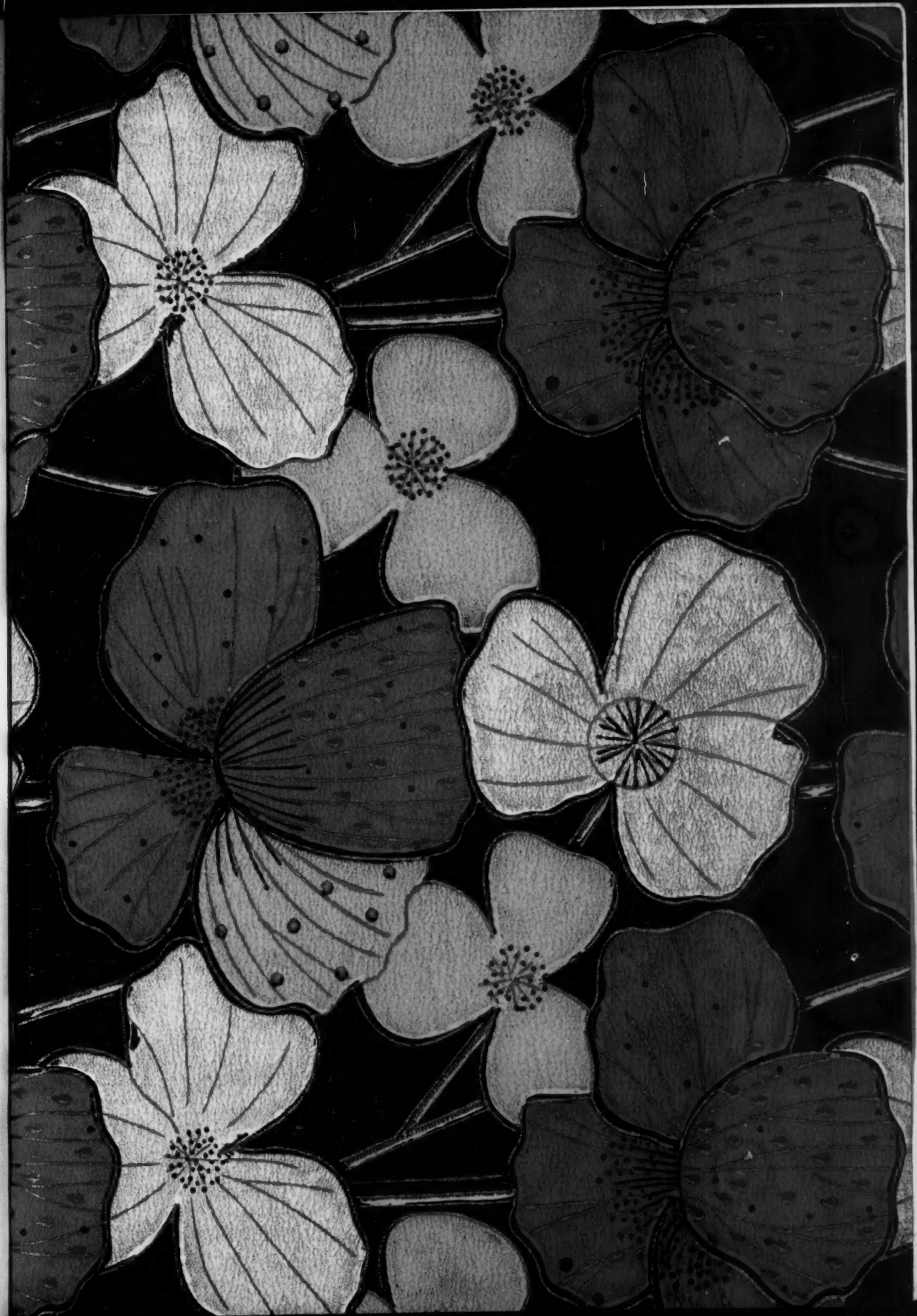
Some manufacturers of alkaline pastes and creams have experienced a certain amount of difficulty with aluminum collapsible tubes, due to the tendency of certain alkaline materials to corrode this metal. Protective inside coatings have been used with fair degree of success. Another method of meeting this condition lies in the addition of minute quantities of inhibiting materials to the pastes and creams, which prevents the chemical reaction between the alkali and the aluminum.

A collapsible tube must possess a degree of stiffness calculated to hold its shape and product intact under all ordinary handling, yet the sides must be sufficiently limp so that they yield readily to the finger pressure exerted to expel the contents. The shoulder of an aluminum tube is slightly thicker and consequently stiffer than those portions of an ordinary tube, yet the side wall of a fully annealed tube is as limp as the wall of a "soft metal" tube of equal thickness.

For thick, viscous materials, the strength of an aluminum tube permits considerable pressure to be applied to the tube wall, and with volatile materials resists internal pressure in hot weather, resulting from gas pressure. The unusual strength of this type of tube makes it particularly well adapted in the large sizes for use as a container for heavy materials such as paint and inks.

The annealing of aluminum tubes, prior to decorating, leaves the surface of the walls clean and free from oil and grease and in an excellent condition to take the decoration. There are no blisters or uncovered areas, such as sometimes occur with improperly cleaned tubes. The surfaces are smooth and clear cut and the printed characters and colors sharp and distinct.





*Now Ready!*

PAPERS OF DISTINCTIVE  
CHARACTER AND EYE APPEAL . . . in  
beautiful color harmonies and novel contrasts  
that will enhance the presentation of your mer-  
chandise all incorporated in our

MAY 1932

## Decorative Box Paper Sample Book

*Containing*

CRAVAT	↑	RUBAIYAT
BROMAT	↓	LYRIAT

Box Coverings

ALSO EMBOSSED AND DECORATIVE GLASSINES

*We will gladly send you this book promptly  
upon request. Sample sheets also furnished.*



BEEKMAN PAPER AND CARD COMPANY, Inc.

137 Varick Street

New York City

◀ The design on the reverse side of this sheet is No. 15700 Red Garden Bromat ▶







You can prevent Vanishing Cream  
from disappearing in your jars . . . .

## "FILMASEAL"

has been perfected for this purpose.

*Send us your package  
to seal and return.*

### FERDINAND GUTMANN & COMPANY

BUSH TERMINAL NO. 19, BROOKLYN, N. Y.

*Bottle Closure Specialists since 1890*

METAL SCREW CAPS

SANISEAL METAL CAPS  
CROWN CORKS  
FILMASEALS

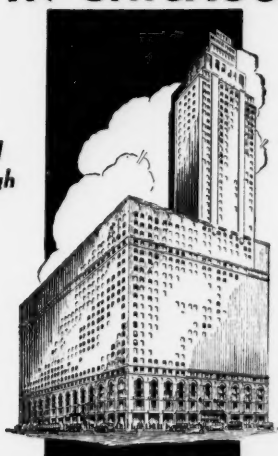
Trade Mark Reg.

DISTILLED WATER CAPS  
SPECIAL PURPOSE CAPS  
POUR-OUT

Pats. Pending

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World's  
Tallest Hotel  
46 Stories High



LEONARD HICKS  
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The extra attention given to the needs of guests will favorably impress you. Nearest to stores, offices, theatres and railroad stations. Each guest room is outside with bath, circulating ice water, bed-head reading lamp and Servidor. Housekeeper on each floor. Garage facilities.

2500 ROOMS \$3.00 UP

## MORRISON HOTEL

Madison and Clark Streets

CHICAGO

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### LAKE PLACID, N.Y.

VACATION SPOT  
SUPREME!

Rolling mountains.....  
beautiful lakes.....boating  
.....swimming.....riding.....  
dancing.....golf.....tennis  
.....these and numerous  
other attractions are offered  
by Lake Placid's only fire-  
proof hotel.

THE MARCY  
AMERICAN PLAN

RATES TO FIT  
EVERY PURSE



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## 2<sup>nd</sup> YEAR

PEERLESS TUBES  
PRESERVE  
AND OUTLAST  
THEIR CONTENTS

statistics will show that thousands of fishermen, most clever golfers and millions of porch-sitters have kept clear of mosquito bites thanks to FLIT INSECT REPELLENT CREAM packed in PEERLESS TUBES.

**PEERLESS TUBE COMPANY**  
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*"I'll say it is!"*

**..AND WAIT TILL  
YOU SEE THE  
NEW PACKAGE!"**

Price is not all there is to competition—you can go only so far along that line. But what about ideas, a modernized container, some new convenience, an improved method of packing to keep your product right and serve it right to the consumer? You know how vital new ideas are today—and so do we. Frequently, by being able to improve a container, we have improved the sale of what goes into it—created enthusiastic dealer support and word-of-mouth advertising—and given that customer the jump on competition.

Whatever we can add to progress, or create to meet competition, can be had by any customer, large or small, who wants it. The customer list of the American Can Company is a roll call of modern industry. In it are firms which are gaining the fruits of Canco's research laboratories—which like to be where modern things are being done—where new containers are bringing new markets to old products. If your concern is of this kind, you will be welcome—and well served.

**AMERICAN  
CAN COMPANY**

230 PARK AVENUE  
NEW YORK CITY

CANCO